

WARNER BROS. . . THE NO. 1 COMPANY



SELL THE **NEW** STANWYCK IN
A GREAT WOMAN'S PICTURE

B A R B A R A

Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with OTTO KRUGER « RALPH BELLAMY

ACE BERRY, "ACE" INDIANAPOLIS SHOWMAN, TELLS YOU HOW TO EXPLOIT "EVER IN MY HEART"



"Aim Your Appeal at The Women—They'll Bring in the Men"

ACE BERRY, General Manager

Circle Theatre Company, Indianapolis, Ind., and
Member of Warner Bros.' National Exploitation Board.

"Ever in My Heart" is just about the greatest women's picture Barbara Stanwyck has ever made, and that's the way it should be sold.

It presents a **NEW** Stanwyck in her best and most emotional role. A real tear jerker, it will have men and women wet-eyed.

It tops every woman characterization Barbara Stanwyck has ever played and stamps her as one of the most dramatic actresses of the screen.

Here is a picture which should be sold to the entire family.

Put on a "Family Week" to get every family in your community, turning out en masse to see "Ever in My Heart."

Go after the women's clubs and societies with a strong direct-by-mail campaign.

Cover your department store sales girls and office workers with heralds to get them coming to your theatre to see Barbara Stanwyck in "Ever in My Heart."

Get the towns people interested in the picture with radio and newspaper contests, based on the superb love angle.

Invite young people who get married during the run of the picture to see "Ever in My Heart."

Smash away with strong newspaper advertising. Take space on the women's page to place your message right in their laps.

If you have a German community, translate the ads into German and run them in German newspapers together with publicity stories.

Barbara Stanwyck in "Ever in My Heart" cannot fail to get the finest audience reaction.



HERE'S ANOTHER HIT FROM WARNER BROS.

Production Information

The Story

Mary Archer and her cousin Jeff are members of an old aristocratic New England family. They have been brought up as boy and girl sweethearts and every one expects that they will marry. When Jeff returns from Germany, where he has been sent for his education, he brings home a friend, Hugo.

Hugo and Mary immediately fall in love. The family opposes the marriage, but finally yield when Mary refuses to give him up. Hugo becomes a professor in an Eastern college and takes out his citizenship papers.

They have a son and a dachshund and are very happy until the war breaks out. The family and neighbors are strongly pro-ally. Hugo is dropped from the faculty because of his nationality and can't find another job. His money from abroad is cut off. He refuses to go to Mary's people who are wealthy because they have treated him so shabbily.

Mary sticks by him. They have scarcely enough to eat and owe bills everywhere. Finally the little boy sickens and dies. Their affection turns to the dog, but the neighborhood boys stone him because he is a German dog. He is so badly injured Hugo has to shoot him. This nearly breaks their hearts.

Eventually Mary develops a cough. Her people come for her but she will not go home without Hugo. He sees that they are in a hopeless condition and persuades Mary to go on his promise that he will follow her in a

few days. Then he sends her a note telling her there is nothing for him to do but go home and fight for his own people.

Finally America enters the war. Mary, who has lost all track of Hugo, is filled with stories of German atrocities. She finally is persuaded that the marriage was a mistake and divorces Hugo. Jeff joins the army. Mary gets into canteen work and is sent to France.

Jeff is billeted in the same town as Commander of Military Police. He and Mary are drawn together and plan to marry after the war.

One day Mary sees Hugo come into the canteen dressed as a dough-boy. Shortly afterwards Jeff enters with a squad of soldiers evidently searching for some one. Mary senses it is Hugo and attracts Jeff's attention so that Hugo can escape. Jeff tells her he is hunting a spy who is reporting the movement of troops, causing surprise attacks and the slaying of many men.

That night Hugo comes to Mary in her room. She finds she still loves him as much as ever. But as an American she can not let him continue to give out information. He remains with her that night and in the morning she asks him to drink a glass of wine, as a farewell.

She puts poison in the wine and both drink. She holds Hugo's head in her lap until he dies and then falls over beside him just as Jeff looks in the window where he has traced the spy.

SHE BEWITCHES YOU IN A NEW WAY

Barbara Stanwyck's ability to play emotional roles gets full sway in her latest Warner Bros. picture, "Ever In My Heart," which comes to the Strand tomorrow. As a wholesome New England, lass, well bred, Stanwyck's latest picture is one that the entire family will enjoy.



Out No. 13 Out 30c Mat 10c

Biographies

BARBARA STANWYCK

Barbara Stanwyck, whose real name is Ruby Stevens, was born in Brooklyn, New York, in July, 1907, of Scotch-Irish parentage. Her earliest ambition was to become a missionary, and she studied industriously for such a career, deserting it to seek fame as a dancer. In her first position, in the chorus of a New York revue, she attracted attention and was given an important role in the play, "Burlesque," graduating from that to leading stage roles. She married Frank Fay, an actor, and they settled in California, where Barbara was launched upon her screen career, speedily rising to stardom as an exceptional emotional actress. Her most recent pictures include: "Illicit," "Night Nurse," "So Big," "The Purchase Price," "Ladies They Talk About" and "Baby Face."

OTTO KRUGER

Otto Kruger, veteran New York stage star who plays opposite Barbara Stanwyck in the Warner Bros. picture "Ever in My Heart," was born and received his early education in Toledo, Ohio. He later earned degrees at both the University of Michigan and Columbia University.

It was only after he had dabbled in forestry and engineering upon the completion of his college course that Kruger became interested in the stage as a career.

Kruger served a short apprenticeship in small-city stock and then went to New York, where his success was instantaneous. After an auspicious start Kruger reigned for years as one of Broadway's brightest stars. Numbered among his many hits are "The Great Barrington," "Trelawney Of The Wells" and "To The Ladies."

His great stage record won Kruger a motion picture contract and he has appeared in "Turn Back The Clock" and "Beauty For Sale" in addition to "Ever In My Heart."

RALPH BELLAMY

Ralph Bellamy was born in Chicago, Ill., and educated in the public schools of that city. Before finishing High School, young Bellamy felt the urge to act, and despite parental objection, joined a Shakespearean company touring the west. He next appeared in "Shepherd of the Hills" and later "Town Boy," "Holiday" and "Coquette."

While playing in "Roadside" in New York he received his first screen offer and made his debut

in "The Secret Six" followed by a number of Hollywood productions including "The Narrow Corner," "Picture Snatcher," "Almost Married," "Young America," "The Woman in Room 13," "Rebecca of Sunnybrook Farm," "Air Mail," and "Wild Girl."

He is a relative of Eben E. Rexford who composed "Silver Threads Among the Gold" and of Edward Bellamy who wrote "Looking Backward."

RUTH DONNELLY

Ruth Donnelly was born in Trenton, N. J., a niece of Mayor Fred Donnelly of that city who has the long distance record of holding down that office for twenty-two years.

She was trained for the stage from childhood and started her theatrical career in the chorus with Ina Claire in "The Quaker Girl." She was with George M. Cohan for four years and played comedy leads with Broadway shows for many seasons before entering pictures.

Miss Donnelly went to Hollywood a little more than a year ago, appearing in minor roles in several pictures. Her first distinctive hit came with her role in "Blessed Event," after which she was signed by Warner Bros.

Her recent picture include "Female," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again," "Private Detective 62," "Lilly Turner," "Hard To Handle," "Employees' Entrance," and "Ladies They Talk About."

LAURA HOPE CREWS

Laura Hope Crews, who has an important role in "Ever In My Heart," the Warner Bros. picture starring Barbara Stanwyck, was born and educated in San Francisco.

Miss Crews made her initial stage appearance at the age of four, and has been before the public ever since. Her reputation as one of the theatre's brightest stars is as great in Europe as it is in America.

The clever comedienne's record of stage hits are too many to list but numbered among them are "The Silver Cord," "Mr. Pim Passes By," "Hay Fever" and "Olympia."

Hollywood demanded Miss Crews' talents and she made screen fame for herself with her first picture. Pictures in which Laura Hope Crews has had important roles include "Female," "New Morals For Old," "Charming Sinners," "The Silver Cord" and "Out All Night."

Cast of Characters

Mary	Barbara Stanwyck
Hugo	Otto Kruger
Jeff	Ralph Bellamy
Lizzie	Ruth Donnelly
Grandma Archer	Laura Hope Crews
Sam	Frank Albertson
Storekeeper	Donald Meek
Anna	Clara Blandick
Clara	Elizabeth Patterson
Enoch Sewell	Wallis Clark
Martha Sewell	Nella Walker
Eli	Harry Beresford
Lefty	George Cooper
Dr. Hoffman	Frank Reicher
Serena	Virginia Howell
Teddy	Ronnie Crosby
Eunice	Florence Roberts

Production Staff

Author	Bertram Milhauser and Beulah Marie Dix
Director	Archie Mayo
Adaptation	Bertram Milhauser
Assistant Director	Frank Shaw
Supervisor	Robert Presnell
Art Director	Anton Grot
Cameraman	Leon Shamroy
Film Editor	Owen Marks
Gowns by	Earl Luick
Vitaphone Orchestra conducted by	Leo F. Forbstein

Official Billing

Warner Bros. Pictures, Inc. & The Vitaphone Corp. present	25%
BARBARA STANWYCK in "EVER IN MY HEART" with Otto Kruger and Ralph Bellamy and Ruth Donnelly—Laura Hope Crews—George Cooper	100%
Directed by Archie Mayo	75%
A Warner Bros. and Vitaphone Picture	75%
	25%
	20%
	50%

Length: 6,154 Ft. — Time: 68 Mins.

your 1st story

"Ever In My Heart" Starring Stanwyck, Has Powerful Story

Romance of unusual strength and interest is said to mark the plot of Barbara Stanwyck's latest Warner Bros. picture, "Ever In My Heart," which comes to the Theatre on

In the character of a New England girl a strong friendship exists between her and a cousin and their families take it for granted that they will marry. But when the cousin returns from abroad with a German professor she immediately falls in love with the professor and weds him in defiance of her Puritan relatives.

Their love runs smoothly and beautifully until the outbreak of the World War when friends and relatives turn on the husband and later on the girl herself because she will not give him up. But they are eventually torn apart when her husband is driven to return to Germany to join the army by the snubs and cruelties heaped upon himself and wife by their friends.

Later Stanwyck as a canteen worker in France meets her husband, as he is spying on the Allied forces. It is here that the picture turns into one of intense drama as she is torn between her love for her husband and her duty toward her own country.

Otto Kruger, noted stage star, has the leading masculine role opposite Miss Stanwyck, while the remaining members of the cast are all noted on stage and screen. They include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews, Frank Albertson, Donald Meek, Clara Blandick, Elizabeth Patterson and Harry Beresford.

Archie Mayo directed the picture from a screen play by Bertram Milhauser which is based on the story by himself and Beulah Marie Dix.

your 2nd story

Otto Kruger Learns Screen Technique Between His Roles

Otto Kruger, veteran New York stage actor, has been in Hollywood only a year, yet he knows more about the technique of making motion pictures than a great majority of film folk who have been in the

This fact was revealed during the making of Barbara Stanwyck's latest starring picture for Warner Bros., "Ever In My Heart," which comes to the Theatre

next
Cut No. 17
Cut 15c Mat 5c

The correct lighting of the sets, the position of the reflectors, the sufficient thicknesses of the gauze filters, camera angles, intonation of diction for the portable microphone, the mixer's task in the near-by booth and scores of other specialized jobs during the shooting of a scene were all familiar to him.

Director Archie Mayo was puzzled.

"Say, Otto," he asked, "how is it that you know so much about the mechanical making of a picture when you have been in the business so short a time. None of these things are in any way connected with stage productions."

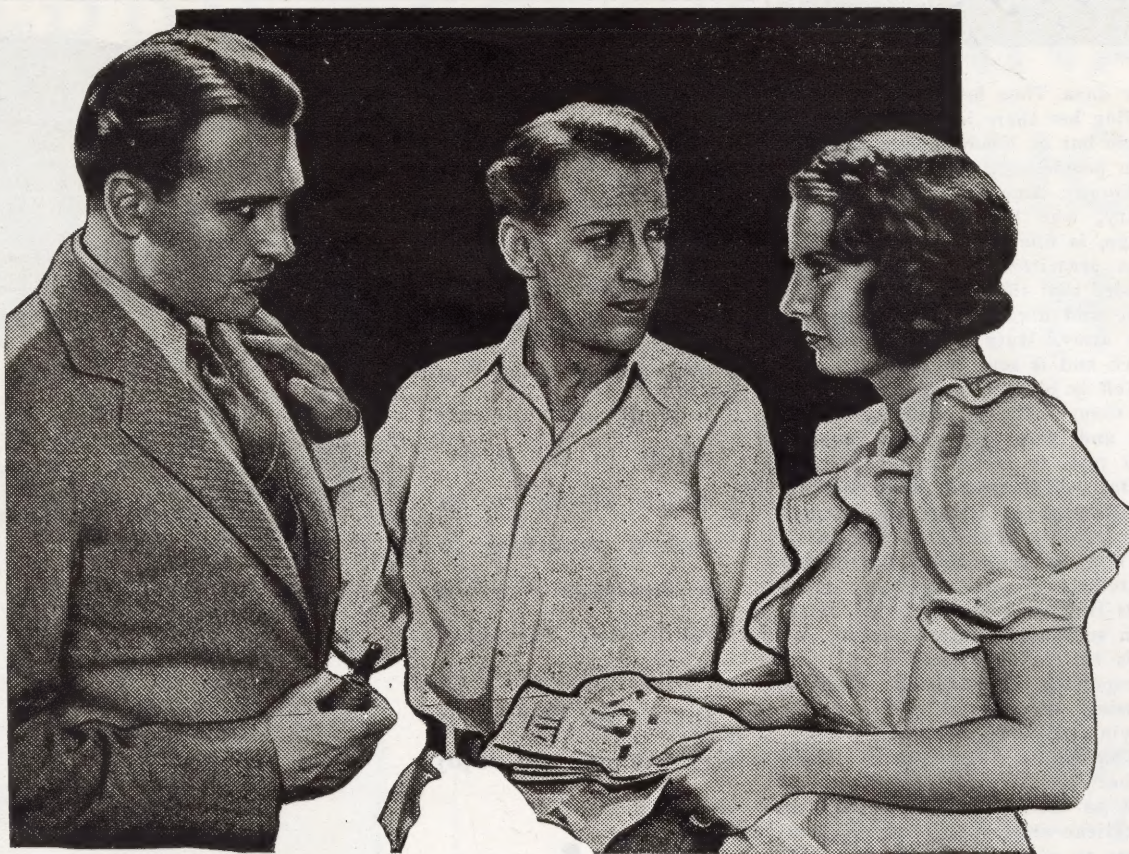
"It's easily explained," said Kruger. "While I have been in only two pictures, I have nevertheless been in Hollywood a year under contract. While waiting for a strong enough role to come along, I mapped out a systematic chart of a picture's production.



OTTO KRUGER

Cut No. 17
Cut 15c Mat 5c

LOVE RECEIVES ITS SEVEREST TEST



Ralph Bellamy, Otto Kruger and Barbara Stanwyck, in a tense scene in "Ever In My Heart," coming to Snubbed by her friends for being married to an enemy alien, Stanwyck still sticks to her husband.

Cut No. 39 Cut 45c Mat 15c

your 3rd story

4 Months Old Baby Plays Picture Role Without Rehearsal

It's never happened before. It probably never will happen again.

And it happened on the set of "Ever In My Heart," a Warner Bros. picture starring Barbara Stanwyck, which comes to the Theatre on

The scene called for a four-months-old baby to, first, laugh, then cry.

It was known as one of the mental hazards of the picture long before it went into production.

Director Archie Mayo worried about it. Miss Stanwyck worried about it a little, and Otto Kruger, who plays the baby boy's father, worried about it quite a lot. Otto believes that he is not very good with children.

Came the day of the baby's scene.

Generally a scene is rehearsed. But something must have warned Director Mayo. When they put the baby under the lights for the rehearsal, he had them turn over both the camera and the microphone mechanism.

Miss Stanwyck placed the baby—little Donald Fitzpatrick—in his crib, and chucked him under the chin.

Ronald promptly laughed, revealing one tooth.

Miss Stanwyck started to pick him up, and Ronald cried. Lustily! Director Mayo snapped his fingers. "Cut, test, and no retakes!" he shouted.

The scene was as perfect as if it had been rehearsed over eight or ten days shooting, as is oftentimes required in baby scenes.

It's never happened before, and probably never will again. The entire shooting didn't take more than fifteen seconds. Then the baby promptly went to sleep and slept through the next scenes as it is supposed to do throughout the rest of the sequence.

This is one of the amusing sequences in a picture which is for the most part powerful drama. It is a new type of picture for Miss Stanwyck and one which enables her to show her versatility as

your 4th story

Barbara Stanwyck Stars In Powerful Emotional Picture

Barbara Stanwyck comes to the screen of the Theatre next in her latest starring vehicle for Warner Bros., "Ever In My Heart," a picture that calls for the expression of the deepest and most powerful emotions she has ever been called upon to portray.

The story by Beulah Marie Dix and Bertram Milhauser combines rare and beautiful romance with pulsating dramatic action, and tender pathos. It is the story of a New England girl who marries a German professor and whose happy life is broken up when her husband returns to his Fatherland to serve in the army during the World War.

Their fight to retain their romance in the face of stinging cruelties of relatives and former friends is a brave through hopeless one. The drama becomes more tense as they are torn apart by circumstances they can not surmount and winds up with a smashing climax when they come face to face in France, where the young wife is a canteen worker and her husband a spy for the German army.

It is a far different role from anything which Miss Stanwyck has before been called upon to portray. Gone is the unmoral, gold digger, of "Baby Face," "Ladies They Talk About" and "Illicit."

There is an exceptionally strong supporting cast with Otto Kruger, one of the greatest players of the legitimate stage, playing the leading masculine role. Though comparatively new to the screen, Kruger is an accomplished actor and is famous on the Broadway stage for his strong characterizations.

Other players, noted on both stage and screen, include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews, Frank Albertson, Clara Blandick, Elizabeth Patterson and Harry Beresford.

Archie Mayo directed the picture from the screen play by Milhauser.

an actress. Others in the cast include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson. Archie Mayo directed.

your 5th story

Fine Cast Supports Miss Stanwyck In "Ever In My Heart"

Barbara Stanwyck, whose latest starring vehicle for Warner Bros., "Ever In My Heart," comes to the Theatre on, is supported in this picture by a notable cast of stage and screen celebrities, several of whom have been starred in their own names.

Otto Kruger, who is comparatively new to pictures, has the leading masculine role. He is however a veteran of the New York stage—a great Broadway favorite who has starred in many productions before the footlights. Among his most notable successes are such productions as "Treasure of the Wells," "The Great Barrington" and "To the Ladies."



RALPH BELLAMY

Cut No. 18
Cut 15c Mat 5c

with such pictures as "The Narrow Corner," "Picture Snatcher" and "Airmail." Miss Donnelly, who made her first big hit in pictures in "Blessed Event" has repeated that success in such pictures as "Female," "Footlight Parade" and "Bureau of Missing Persons."

Miss Crews is noted for her stage work both in this country, in England and on the Continent. She was long one of Henry Miller's famous stars and appeared in "The Silver Cord," "Mr. Pim Passes By" and "Olympia."

Other noted stage and screen celebrities in the cast include Elizabeth Patterson, Donald Meek, Harry Beresford, Frank Albertson, Clara Blandick, Wallis Clark, Nella Walker, George Cooper, Frank Reicher, Virginia Howell, Ronnie Crosby and Florence Roberts.

The screen play by Bertram Milhauser is a powerful drama based on a story by Milhauser and Beulah Marie Dix. Archie Mayo directed.

your 6th story

Barbara Stanwyck Injury Adds Realism To Role She Enacts

Barbara Stanwyck played under a terrific strain during the latter half of the production of the Warner Bros. picture, "Ever In My Heart," which comes to the Theatre on Not that it will be noticed, however, for in this part of the picture she enacts the role of a woman under such great mental strain that she suffers a complete physical collapse.

Two years ago Barbara was thrown from a horse in making a picture. The horse also sat on her breaking her hip. Then again later she fell and injured the same hip. And in the middle of her current picture she wrenched the same leg. Despite the injury she showed up on the set her face white and drawn with pain.

Archie Mayo, her director, ordered her home.

"No," she said. "I am going to finish the picture. We have finished the cheerful part of the picture. Now we are going into its tragedy. It won't hurt the picture if my face is drawn. In fact it should make it more realistic. I can stand it and I won't have to act. I can just be myself and do whatever suffering I have to do before the camera."

So they went on with the picture and when the character she represents appears to be in anguish, Barbara really was in anguish. The story is that of a young New England girl who marries a German professor against the wishes of her family. They are idealistically happy until the outbreak of the World War when prejudices become mixed with patriotism.

"Ever In My Heart" is said to present Barbara Stanwyck in her most emotional story which carried a terrific climax. The story by Beulah Marie Dix and Bertram Milhauser is one of rare beauty with powerful dramatic action. There is a strong supporting cast which includes Otto Kruger, Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson.

your 7th story

Entirely Different Barbara Stanwyck, "Ever In My Heart"

It's an entirely new and different Barbara Stanwyck who comes to the screen of the Theatre on in "Ever In My Heart," her latest starring vehicle for Warner Bros.

Almost always she has appeared in the role of a woman more or less soiled. In "Baby Face" she was a gold digging girl who had no scruples whatever about vamping and ruining men for the sake of luxury. In "Ladies They Talk About" she was a gangster and convict and in "Ten Cents a Dance" and "Illicit" a gum moll and taxi dancer. Even in "The Purchase Price," she starts out as a cabaret girl enamored of the bootlegging proprietor.

In "Ever In My Heart," however, she is a changed woman, being a New England girl of strong character and moral fiber assailed by cruel fate. To Miss Stanwyck's credit, her talent is such that she is said to enact this role with even more force and feeling than she has portrayed the women of the underworld. The picture is said to be a romance of rare beauty as well as a drama of terrific emotions and dynamic action. It is tinged with the pathos of an American girl who loves and is married to a German professor at the time of the great conflict.

The cast is unusually strong.

(Review)

Barbara Stanwyck Strikes At Heart Strings in Big Hit

"Ever In My Heart" Presents Star at Her Greatest In Most Emotional Role of Career

IT'S a new Barbara Stanwyck, a greater Stanwyck that amazes and plays on your heart strings in "Ever In My Heart," her latest for Warner Bros. which opened yesterday at the Theatre. You can bring the family to see her in what is without doubt her greatest and most emotional role.

The picture deals with the tender love life of a young New England girl and a German professor of chemistry whom she has married just prior to the outbreak of the World War, and the tragic outcome of their romance through indignities heaped upon them by former friends and relatives when patriotic feeling ran high.

Seldom has a picture reached such depth of feeling, such poignant pathos as does "Ever In My Heart" when two bruised and helpless lovers fight to hold their love in the face of a hostile world. Seldom has there been such a conflict of emotions as these two undergo when, after having been beaten at home, they find themselves face to face in an army encampment in France, one a canteen worker for the American army with friends and relatives at the front and the other a German spy

giving out information that will send them to their death.

Never has Barbara Stanwyck given such an outstanding performance as in this character role, as different from her former parts as daylight is from darkness. It is a far cry from the vamp in "Baby Face," the convict of "Ladies They Talk About," the gun moll of "Ten Cents A Dance" and "Illicit" to the delicately nurtured New England girl, but Barbara Stanwyck slips from the former roles into the latter with

the ease and grace of a consummate actress, clothing the part with the utmost feeling and power.

Otto Kruger, comparatively new to pictures, but long famed on the Broadway stage, as the German professor of tender sentiment whose bewilderment at the sudden coldness of former friends eventually turns to bitterness and hatred, is superb in his role. His is a characterization that we look for in men like Edward G. Robinson and Paul Muni. He brings to the scenes in which he watches over his dying little son and in which he is torn from his wife a depth of pathos that rends the heart.

The entire cast recruited from notable celebrities from both stage and screen, give splendid performances even to the bit roles. Ruth Donnelly, Laura Hope Crews, Frank Albertson, Donald Meek, Clara Blandick, Elizabeth Patterson and Harry Beresford, are outstanding in their work.

Bertram Milhauser who wrote the screen play from a story by himself and Beulah Marie Dix has managed to combine dynamic action with beautiful romance, transferring the action without interfering with the plot, from a quaint and quiet New England village to the war swept front of France. War scenes are minimized, but tell dramatically, nevertheless, the story of behind-the-lines in the American sector. Direction was handled with feeling and sympathy by Archie Mayo.

IN "EVER IN MY HEART"



Ralph Bellamy proves himself a good sport when he finds that Barbara Stanwyck is going to marry another. Scene from Warner Bros. picture coming to the

Out No. 37 Cut 30c Mat 10c

1st day of run

Opening Day Story

Barbara Stanwyck Most Popular Star to Fit for Clothes

Barbara Stanwyck, Warner Bros. star whose latest picture, "Ever In My Heart," is now showing at the Theatre, won an unofficial popularity contest recently when members of the studio wardrobe department were asked which player they took the greatest pleasure in costuming.

While Kay Francis, Ruth Chatterton, Bette Davis and others whose reputations for smartness is world wide found plenty of boosters, it was Barbara Stanwyck who received the unanimous praise of the seamstresses, because, as one expressed it, "she's so darn nice." Pressed still further, they explained that while most stars insist on having some of their own, and often complicated, ideas carried out in their clothes, Barbara Stanwyck is the easiest to suit.

Fitting time, often a difficult event in the studio wardrobe, becomes an actual pleasure when it is Barbara Stanwyck who is to be fitted. Possessed of a naturally lovely figure that is easy to design gowns for, she stands still for hours at a time, never seems to get tired, and is always smiling. She places herself completely in the designer's and fitter's hands—and thanks them prettily when the task is done.

One of Barbara's very best friends on the Warner Brothers-First National lot, is her personal wardrobe mistress, a gray-haired, vivacious woman named Mary, into whose ears the star has confided many secrets that greater and more prominent friends would feel privileged to hear.

In "Ever in My Heart," the actress wears a score or more of beautiful gowns designed for her by Earl Luick.

"Ever in My Heart" is filled with touching pathos and powerful emotional scenes in which Barbara Stanwyck is at her best. It tells the stirring story of a young New England girl devotedly married to a German at the outbreak of the World War, torn between love of her husband and her country. Otto Kruger

Barbara Stanwyck Opens in "Ever In My Heart" Tonight

Hailed as Star's Greatest Picture, Strand's New Offering Is Based Upon Powerful Story

WHAT has been hailed in Hollywood as Barbara Stanwyck's most emotional picture in which her role is far remote from anything she has ever done before on the screen, will be presented tonight at the Theatre when "Ever in My Heart," by Warner Bros. has its premiere.

Tender romance and powerful drama are laid first in a quaint New England village then sweeps to the American sector in France after America entered the world war. Barbara Stanwyck plays the role of a sweet New England girl married before the war to a German professor of chemistry, who returns to his native land and joins their army, before we entered the conflict.

"Ever in My Heart," is said to carry the most powerful climax ever shown on the screen when the loving wife, as a canteen worker in France comes face to face with her husband as a German spy.



BARBARA STANWYCK

Out No. 18
Cut 15c Mat 5c

Barbara Stanwyck's work in this picture is said to be so outstanding, so real, so touching, that immediately upon its completion, Warner Bros. re-signed her to a long term contract.

Her leading man, Otto Kruger, while comparatively new to the screen, has long been famous on the Broadway stage. He is the Edward G. Robinson, Paul Muni type of finished actor who is able to get the very most out of every role he plays. As the German professor wife of Stanwyck, subjected to snubs and social ostracism by her friends and relatives after the war started, he is said to give a most touching performance.

Other celebrities in the cast include Ralph Bellamy and Ruth Donnelly. Archie Mayo directed.

has the role of Miss Stanwyck's German lover, while others in the cast include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson.

Archie Mayo directed the picture from a screen play by Bertram Milhauser which was based on a story by Beulah Marie Dix and Milhauser.

2nd day of run

Movie Studio Used Airplane Draft to Produce Film Fire

Fans who see the cheery fire burning in a fireplace in the Warner Bros. picture, "Ever In My Heart," now showing at the Theatre with Barbara Stanwyck in the stellar role, will hardly realize the trouble the producers experienced before it would burn.

The cottage with the fireplace was built on one of the sound stages, and a sound stage is completely covered, top and bottom, with specially prepared and very thick sound absorbing material. So when the fire was started there was no outlet to the open air. The chimney wouldn't draw and the studio filled with smoke.

The studio fire chief finally solved the problem. He hooked up a long vent pipe with the fireplace and ran it up into the catwalks where the electricians manipulate the lights. An airplane propeller was then stationed so that it would blow a draft across the top of the pipe, sucking up the smoke from below.

The scene takes place in a New England home, which is the honeymoon cottage of Barbara Stanwyck and Otto Kruger in "Ever In My Heart." The story by Beulah Marie Dix and Bertram Milhauser is a romance of rare beauty.

3rd day of run

Ruth Donnelly Is Busy Playing Four Roles at Same Time

Ruth Donnelly, who has one of the important roles in Barbara Stanwyck's latest starring picture for Warner Bros., "Ever In My Heart," now showing at the Theatre, worked in three other productions at the same time she was working in this picture.

The four roles were highly diversified and required a complete change of costume for each. Besides that, while three of the pictures were being produced at the Warner stages in North Hollywood, one was "shooting" at their Sunset plant five miles away in Hollywood.

Naturally schedules were arranged to give her time to go from stage to stage, but a chauffeur had to stand by to take her back and forth in quick time while a maid awaited her on each set to help in costume changes.

"One of my difficulties, of course, was in keeping my lines straight for each picture," said Miss Donnelly. "But I found the greatest trouble in getting myself into the proper frame of mind for the widely diversified roles. To change from a prim New England maid in "Ever In My Heart" to the flashy wife of a Broadway producer in "Footlight Parade" and then to a secretary in "Female" and back to a wealthy pleasure seeking matron in "Havana Widows" kept me on my toes."

Her current picture, "Ever In My Heart" is a powerful drama concerning the stirring romance of a young American girl married to a German at the time of the World War. Archie Mayo directed the picture from a screen play by Bertram Milhauser which is based on a story by Beulah Marie Dix and Milhauser. Others in the cast include Otto Kruger in the leading masculine role, Ralph Bellamy, Laura Hope Crews, Frank Albertson, Elizabeth Patterson and Harry Beresford.

4th day of run

'Ever In My Heart' Extras Lunched On Food Used In Film

Twenty loaves of wholewheat bread, sliced. Fifteen loaves of white. Twenty-three pounds of coffee. Two hams. Ten pounds of swiss cheese. Six cans of condensed milk. Fifteen cans of baked beans. Fifteen cartons of cigarettes . . .

The requisition slip read this way. It was the slip presented to the commissary at the Warner Bros. Studios when Director Archie Mayo started shooting the canteen scenes for "Ever In My Heart," now at the Theatre.

In these sequences, Barbara Stanwyck, Pat Wing and others are found behind a counter serving sandwiches, coffee and smokes to a lot of hungry rookies before they start for France. The scene is Camp Devens, Mass., and Barbara, heroine of "Ever In My Heart," heads a canteen unit.

The sequences behind the counter were shot during the morning. Noontime came. The base camp, where the scenes were made, was located more than a mile from the studio lunch room.

"Will we need this stuff again this afternoon?" an assistant inquired of Mayo.

"We're through with it," said the director.

The extras didn't have to travel to the lunch room that steaming August noon. They were invited to step right up to the canteen. Whereupon one hundred men appearing in the roles of hungry rookies proved that they had been well cast.

"Ever In My Heart" is a powerful drama written by Bertram Milhauser based on a story by Milhauser and Beulah Marie Dix. It concerns the tragic romance of an American girl and her German husband during the World War. Otto Kruger, famous stage star, plays the leading masculine role, while others in the cast include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson.

Advance Features

Barbara Stanwyck Reforms With "Ever In My Heart"

Unusually Fine Story Affords Her Brilliant Characterization in Her Most Emotional Role

BARBARA STANWYCK has reformed.

No longer is she the girl of the underworld, the gun moll, the tawdry taxi dancer, the convict. Nor is she living in luxury at the price of gilded sin. No longer does she scoff at marriage vows. She is now a devoted wife and mother.

Motion picture patrons who may have wondered why this fine artist and character portrayal has practically always been cast in the role of a scarlet woman, will at last have an opportunity to see her in a new and entirely different characterization in her latest

of a Canadian wheat farmer, she is not without smirch, for she began life as a cabaret entertainer and enamored of the proprietor. In "So Big," it is true, she portrays a woman of fine character, but here again she begins as a daughter of a gambler who is killed in a brawl.

Is Good Woman

In "Ever In My Heart" she is ever the "good woman," a somewhat deceptive phrase which might lead one to believe she leads a calm and even existence. Far from it, she is tossed on the conflicting waves of love and hatred; she suffers more poignant grief, and passes through more emotional stress than in all her other pictures combined.

In "Ever In My Heart," Barbara starts out as the daughter of a prosperous and aristocratic, though somewhat narrow minded New England family. Against the wishes of her family she marries a somewhat sentimental German professor of chemistry. Her life is ideally happy until the outbreak of the World War.

And here race prejudice comes to wreck her happiness. Battling to hold their love, the young couple are ostracized by their friends and relatives. Her husband returns to Germany to join his native troops. The strongest emotional scene Stanwyck has ever played takes place in a military cantonment in France, where she is working in the canteen for the American army, when she discovers her husband in camp as a German spy.

In her struggle between love of husband and country, Miss Stanwyck is given the opportunity for the most powerful dramatic role of her career, in a life that has been far from a bed of roses. Yet it has been the very rough



BARBARA STANWYCK

Star of "Ever in My Heart" Warner Bros. film arriving at Strand

..... next.

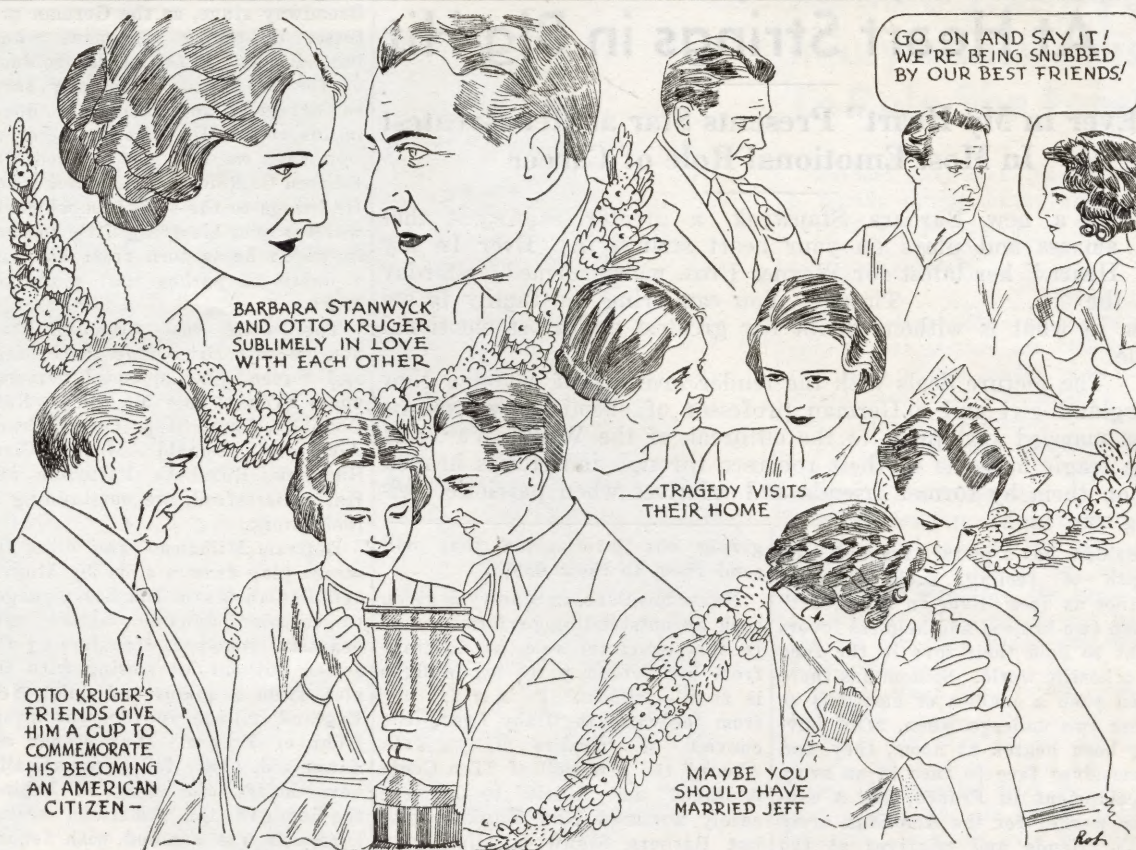
Out No. 10 Out 15c Mat 5c

starring vehicle for Warner Bros., "Ever In My Heart," which comes to the

In "Baby Face," Miss Stanwyck's last picture prior to her current production, she played the part of an immoral gold digger who lived in luxury on the bounty of a long succession of lovers whom she quickly threw aside for better and bigger game.

Prior to that she had been a tawdry taxi dancer in "Ten Cents a Dance," a gun moll, and convict in "Ladies They Talk About" and a woman of the underworld in "Illlicit." Even in "The Purchase Price," in which she is shown as the wife

HIGHLIGHTS OF "EVER IN MY HEART"



Barbara Stanwyck, Ralph Bellamy and Otto Kruger, all do excellent work in Strand's current attraction.

Out No. 41 Out 45c Mat 15c

Shoot Winter Movie Scene With Thermometer at 100

Players Swelter Making New England Christmas Sequence for Stanwyck's "Ever in My Heart"

HOW can they make winter scenes for motion pictures in sunny Southern California?

Well, they can. Warner Bros. did it to represent a New England Christmas for Barbara Stanwyck's latest starring vehicle, "Ever In My Heart," which comes to the

It was one of the hottest days in August when the scene was shot, with the thermometer on the Warner Bros. lot where the little New England village had been built, registering above the 100 mark.

If you had been on the set that August day you would have seen Director Archie Mayo and others concerned with the shooting of the picture, but not in the actual scenes, sitting or standing about in white linen suits or shirt sleeves with snow all around them.

The snow stood high on both sides of the walk and against the cottages and stores. Frosty window panes glittered in the sun. A few natives of the town were on the street but presumably it was much too cold an afternoon for many to be out. Those who were had bundled up for bitter weather. The women wore fur coats; the men had pulled down fur flaps and put on galoshes.

The snow, of course, was salt—barrels of salt and corn flakes. The salt, being heavy, was used for the solid body of the snow and the corn flakes, being light, blew about and drifted just as real snow. That's the only kind of snow available in Hollywood.

A closed car stood well in the foreground. It was drawn up before a cottage from which Barbara Stanwyck and Otto Kruger emerged, also dressed for zero weather. Far up the icy street another car moved slowly towards the cameras. The wheels of both were fitted out with skid chains.

That was a tough assignment for the prop man in any kind of California weather. No one uses skid chains in Southern California. But one of the cameramen remembered he had a set of chains at home which he had used in driving to the mountains for winter sports.

Then it was discovered there was a giant pepper tree squarely in the middle of the set. And pepper trees being semi-tropical do not grow in New England. So they cut off the lower branches of the pepper tree and substituted some drooping pine branches, gathered from trees some fifty miles away in the mountains.

No Cranberries

But these items were as nothing to the search for cranberries which Barbara Stanwyck strings in the New England fashion for her baby's Christmas tree. There were no cranberries to be had anywhere in August, but the property man discovered that Jerusalem berries are similar to cranberries in size and shape. So these were painted red and used for cranberries.

While Mayo fanned his damp brow and conducted his rehearsal, the company wilted slowly under fur coats and ear muffs.

Everything was finally in its place. Studio skill and ingenuity had provided each accurate detail. There stood the snowbound Massachusetts village on a winter's afternoon—complete to the last bleached corn flake.

It was as realistic as any genuine snow storm. But there was one item missing that no property department could supply. If you are particularly observant perhaps you will notice it when you see the picture.

The village is Barbara Stanwyck's honeymoon home until the World War breaks out and comes as a terrible barrier between her and her German husband. The story by Beulah Marie Dix and Bertram Milhauser is one of rare beauty but of terrific conflicting emotions that crushes the hearts of lovers.

Others in the cast include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews, Frank Albertson, Clara Blandick, Elizabeth Patterson, Harry Beresford and Frank Reicher.

THEIR BIG MOMENT



Her friends present her husband with a loving cup in commemoration of his becoming an American citizen. Barbara Stanwyck and Otto Kruger in "Ever In My Heart" at the

Out No. 38 Out 30c Mat 10c

Advance Features



Barbara Stanwyck and Otto Kruger in a scene from "Ever in My Heart," Warner Bros. picture now at Strand.

Out No. 14 Cut 30c Mat 10c

"Ever In My Heart" Players Mend Boy's Broken Heart

Ronny's Grief At Loss of Kammy Assured After Separation Had Produced Touching Realism

THE screen may have lost a grand puppy dog actor, but just so long as the cast in "Ever in My Heart" were able to mend a little boy's broken heart, Hollywood is satisfied. And thereon lies a tale.

Ronny is a four year old screen player and Kammy is a four months old dachshund who recently made his debut in the movies. Both play important parts in the Warner Bros.' picture, "Ever In My Heart," starring Barbara Stanwyck.

It was a matter of mutual love at first sight when the youngster and puppy first met at the Warner Bros. studios in North Hollywood. Ronny impulsively hugged the tiny black dog and beamed as only a happy boy can beam, while Kammy nearly wagged his short, stubby tail off.

In the screen story Ronny is the son of Barbara Stanwyck and Kammy is the child's pet. Everything was working out very well for Di-

rector Archie Mayo, who had worried during the production of the picture as to whether the boy and dog would register a natural affection on the screen.

Both Ronny and Kammy worked together nearly a week, and with each passing day the two grew fonder of each other. Every minute away from the cameras found them together, playing and romping on the spacious lawn of the New Eng-

land cottage which was their screen home. At night they separated reluctantly.

Then one day Ronny arrived at the studio eager for his elongated playmate. But Kammy's work was through, and Ronny was told that the little fellow wouldn't be back again. The youngster was disconsolate.

Loss Added Realism

After a trying morning, Ronny did his big scene in the afternoon. He was the son of a German professor in America at the outbreak of the World War. As stories of atrocities were reported, Ronnie, whose father had gone back to Germany to join his country's army, was subjected to more and more cruel treatment from other boys. That coming on top of his separation from Kammy, proved more than little Ronny's heart could bear. He broke under the barbs of the script's dialogue, thus adding to realism of the picture.

Ronny didn't fool anyone, however, for they knew that the War, soldiers, patriots, Huns and even the sinking of the Lusitania meant nothing to the boy. The loss of Kammy was the real reason for his grief.

Barbara Stanwyck, realizing this, whispered a few words to Director Mayo, who in turn whispered to his assistant. Minutes later a telephone call was made to a certain kennel that specialized in motion picture dogs.

Ronny's work in the picture was finished that day. As he manfully said good-bye to Director Mayo, Barbara Stanwyck, Otto Kruger, Ralph Bellamy, Ruth Donnelly and the other members of the cast, Barbara Stanwyck grinned.

"Ronny," she said, as she gave him a big hug, "I think there is a little present for you in the back seat of your mother's car. It's from all of us who think you're pretty much of a swell guy. Now, you'd better run along and see if you like it."

A few seconds later, Kammy was being tightly hugged in the arms of the little trumper, as he valiantly tried to wiggle his joy.

The friendship between boy and

Advance Shorts

Kruger Buys Mountain To Preserve Its Trees

Otto Kruger, who has the leading masculine role opposite Barbara Stanwyck in the Warner Bros. picture, "Ever In My Heart," which comes to the theatre on is a lover of trees. He studied forestry at University of Michigan and was a forest ranger before becoming a stage and screen star. While working on his current production he learned that all the trees were to be cut down on a mountain-side adjoining his New Jersey estate. He wired his attorney immediately to purchase the entire mountain to preserve the trees.

Honeymoon House And Lawn Built On Stage For 'Ever In My Heart'

They built a model home on one of Warner Bros. sound stages, which could have been used exactly as it stood as a display for young home seekers.

It was used as the honeymoon cottage in Barbara Stanwyck's latest picture, "Ever In My Heart," which opens at the Theatre, next

Usually the rooms for such a picture are set up separately. Often enough they are on different sound stages. But the house which Barbara Stanwyck and Otto Kruger occupy is a unit. Kitchen, dining room, living room, downstairs bedroom, bath, hallway—all opening off one another, and a garden and terrace.

dog forms one of the most touching sequences in a picture of rare beauty and tremendous pathos.

"Ever In My Heart" is said to be Miss Stanwyck's finest emotional production with an entirely different characterization from any she has portrayed before. Otto Kruger is Miss Stanwyck's lover and husband. Bertram Milhauser wrote the screen play from a story by Beulah Marie Dix and Milhauser.

War Posters Dug Up For Barbara Stanwyck's Film

What is probably the most extensive private collection of World War posters, many of them the work of celebrated artists and illustrators, is owned by the property department at Warner Bros. studios.

The collection numbering around 300 posters were dug up for use in Barbara Stanwyck's latest starring picture, "Ever In My Heart,"

Barbara Stanwyck Meets Chorus Pal On Her Set

It's not so far from Broadway to Hollywood. Barbara Stanwyck, while working on her latest Warner Bros. production, "Ever In My Heart," which comes to the theatre on, saw a familiar face in the script girl on the set. Inquiry developed that the new script girl was Virginia Moore with whom Barbara had played in the chorus of Shubert's musical show, "Gay Paree," back in 1926. Friendship was immediately renewed.

Studio Manufactured New England Flowers

An old fashioned New England garden with its riotous coloring was grown, or rather constructed, on the Warner Bros. lot for a scene in Barbara Stanwyck's latest starring vehicle, "Ever In My Heart," which comes to the Theatre on Because it was impossible to find all of the New England flowers in Southern California with its semi-tropical climate, the garden was made with artificial flowers which photograph more realistically than actual flowers. In the garden will be found in profusion roses, larkspurs, hollyhocks, asters, flag lilies, petunias, daisies and zinnias.

SEEN IN STANWYCK'S "EVER IN MY HEART" AT STRAND

Dog Aristocrats Seen In Stanwyck's Picture

The Hooplestein family is now on the screen. The Hooplesteins are blue ribbon dachshunds from the California Eastbrook kennels, and aristocrats of aristocrats among dogs. It happened that in Barbara Stanwyck's latest starring vehicle for Warner Bros., "Ever In My Heart," which comes to the theatre on, three dachshunds of various ages were needed to represent one dog at various ages. So the Hooplestein family was engaged.

Barbara Stanwyck Noted For Home Mission Work

Barbara Stanwyck, who has the stellar role in "Ever In My Heart," a Warner Bros. picture which opens at the Theatre, has really never given up her early desire to become a missionary. She studied to become one, but was compelled to get something to do when left an orphan. As she was a talented dancer she got a job in a night club and rose to stardom on the stage and later in pictures. She never expects to become a foreign missionary now, but Barbara practices missionary work at home as score of families in Los Angeles can attest. She is always aiding the needy but will never tell about it. Sometimes, however, the families who have been recipients of her kindness do.

Out No. 12 Cut 60c Mat 20c

Current Features

WHEN STRONGEST LOVE IS TRIED



Ralph Bellamy, Otto Kruger and Barbara Stanwyck in a dynamic scene, packed with emotion in "Ever in My Heart" at the Strand.

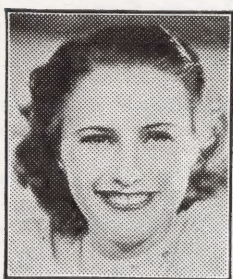
Out No. 40 Out 30c Mat 10c

Barbara Stanwyck Is Most Popular With Studio Help

Those Who Know Her Intimately Tear Away Her Reserve Side and Reveal She's a "Softie"

IN Hollywood, where yesterday's office boy is tomorrow's producer, Barbara Stanwyck will always have a job in pictures if she wants one. She is certain to be the most popular actress in the world when this crop of potential executives now growing up in the business come into power.

She would probably win any popularity contest conducted among messenger boys, wardrobe and makeup people, prop boys and electricians and the other unsung heroes of production. There are at least four people who are almost delirious in their championship of the quiet little actress.



BARBARA STANWYCK

Out No. 1
Out 15c Mat 5c

They seem to agree that Jim Tully is the only interviewer who has ever done her justice.

For story purposes these four people are: Wardrobe Mary, Hairdresser Helen, Electrician Edgar and an

assistant prop boy who must go unnamed for the reason that the good turn Barbara did him during the filming of "Ever in My Heart," the Warner Bros. picture now showing at the Theatre, could be altogether undone by mention of his name.

It was that good turn that brought the prop boy from mere admiration to near-worship of Miss Stanwyck. He had worked very hard and very diligently on the picture and late one Saturday night, when the company was to work until daylight on "night sequences" he did a very foolish thing. He returned to the set after the midnight supper somewhat intoxicated.

Saved His Job

But Miss Stanwyck was tired too and she knew that the prop boy had been even more tired than she was. She knew that he would be discharged immediately if his condition were discovered and that he

—and his family—needed the money he was earning.

"I've heard people say she is hard and cynical. If they only knew that what she really is, is sensitive, so sensitive and so afraid of being hurt that she has built a protecting shell around herself."

Wardrobe Mary and Hairdresser Helen are alike in these views.

She is a person who works at high tension and under an enormous emotional strain. She loses about seven pounds in weight during the making of an average picture. Because she is small to start with—much smaller incidentally than she was when she first came to Hollywood, her co-workers in pictures worry some about her health while she is making a picture.

Not Understood

"So few people understand her—and she is so grand."

Helen recalls that Barbara refused to go home for a rest during one of the hottest afternoons of the past summer when it was quite obvious that she needed to gather strength for a difficult and emotional scene in "Ever in My Heart" which was to be filmed that night. Mary and Helen couldn't understand why Barbara wouldn't go home. Finally, when they insisted, she explained.

Her cook, she said, was ill when she had left the house that morning and she had told her to go to bed and stay in bed all day. She knew that if she went home unexpectedly in the middle of the afternoon, that the cook would get up and cook her dinner.

"And she is sicker than I am," explained Barbara.

She stayed at the studio.

Naturally the kindness is not all one sided. Much is returned to the actress by those who know and love her.

So she sent him on an errand to the far end of the lot—to a place where he would meet no one. And she kept sending him back there for unnecessary things until the effects of the liquor had worn off, and she had saved the boy his job.

With Electrician Edgar it is different. His name isn't Edgar but it might as well be. When he learned that Miss Stanwyck had adopted a red-headed baby boy whom she had named Dion, he confided in her that he and his wife hoped to adopt a child someday too. Studio executives find Barbara Stanwyck a little difficult to talk to. Electricians and others are in the habit of confiding family secrets into her sympathetic ear.

Barbara, in her own quiet way, investigated the status of the electrician and decided that he and his wife would make good parents. Then she added her endorsement to the legal request she suggested the electrician make to the proper authorities.

The electrician has his baby and Barbara Stanwyck has another champion who is almost inarticulate in his devotion to her.

Wardrobe Mary doubles up her capable fists and wants to fight when she hears or reads things about Barbara which she believes to be unjust.

"If they only knew her," she explains, "as I know her. She is the sweetest thing. I know of dozens—hundreds of things that she has done for others. But you'd never know it from her—or from me, either, because she wouldn't like to have me tell."

To Save Her Weight

Recently they joined in a conspiracy to try to prevent her loss of weight. The prop man on the picture—not the one whose job she saved—had been supplying Barbara with a "Frosted Chocolate" each hot afternoon. They were made with skim milk and flavoring according to a recipe furnished by Barbara herself.

One day she remarked that frosted chocolates had a different taste. She queried the prop man and he finally confessed that he had purposely been making them with cream and adding a forbidden scoop of ice cream, hoping that this would prevent her loss of weight.

"We take the best care we can of her," explains Wardrobe Mary. Every person who works with her takes a personal interest in her.

"Some folks think she's hard," says Wardrobe Mary. "They don't know her. She's a softie really. She's grand!"

And her character role in "Ever in My Heart" is like Barbara herself. Almost always she has played vamp parts or bad women. But now she has a role in which she could be herself. That is a protective shell on the outside and a "softie" inside.

She doesn't start out with a protective shell in the picture. She is a happy New England girl brought up in luxury. But she marries a German professor and when the war breaks out she suffers untold cruelties at the hands of her former friends. Gradually she draws herself into a protective shell. But her real self has never changed as is shown when the crucial test comes.

The story by Beulah Marie Dix and Bertram Milhauser is a beautiful romance but one fraught with powerful emotional conflicts. Otto Kruger, the noted stage star, has the leading masculine role while others in the cast include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson. It was directed by Archie Mayo.

Took Otto Kruger's 308th Play to Win Recognition

Noted Stage Star Then Won Important Roles Opposite Stanwyck in "Ever in My Heart"

OTTO KRUGER, the man who fooled Hollywood!

After appearing in 307 stage roles, Otto Kruger, whose name is synonymous with Broadway, had to do one more play to convince filmland that he had the real stuff.

However, that extra role did the trick, and now after a year in which he worked in but two pictures, Otto Kruger is surprised to find himself one of the most sought-after actors in Hollywood. It took a year to "discover" him, but he's finally on his way to duplicate on the screen the brilliant record he made on the American stage.

This case is one of the most interesting in the annals of the film capitol. Kruger, after 25 years of stage success, was finally signed to a long term motion picture contract and brought to Hollywood. However, instead of starting to work immediately, he was allowed to remain idle. Stories were bought and originals were written, but none of the starring roles seemed to fit the newcomer.

Paid Regularly

Finally tiring of the inactivity, although the pay-checks continued to come in with regularity, Kruger obtained permission to appear in the stage hit "Counsellor at law" at a Hollywood theatre, having in his possession the West Coast rights to the New York success in which Paul Muni had starred.

When Kruger finished his initial performance on the opening night, he literally bowed himself into the beginning of a screen career, for his flawless acting on the stage had opened the industry's eyes to his ability. From then on he was in demand by every major studio in the business. Warner Bros. beat the other movie producers to it and signed up Kruger for "Ever in My Heart."

In his role opposite Barbara Stanwyck in "Ever in My Heart," now showing at the Theatre, Kruger established himself as one of the leading players of the screen.

His role is that of a naturalized German scholar who is living very happily in America at the outbreak of the war. As patriotic frenzy mounted in the days of 1914, so does Kruger's screen life become unbearable. The part packs dramatic intensity, demands consummate ability, and proved the stage actor's acid cinema test, which he passed with flying colors.

Realizing that a motion picture background of but two pictures hardly authorized him to draw a comparison between the stage and

RALPH BELLAMY



Supporting Barbara Stanwyck in Warner Bros. "Ever in My Heart," now at Strand Theatre.

Out No. 11 Out 15c Mat 5c

OTTO KRUGER



Well known stage star supports Barbara Stanwyck in Warner Bros. "Ever in My Heart" now at the Strand.

Out No. 9 Out 15c Mat 5c

screen, Kruger, nevertheless, had some decidedly novel observations to make.

"The screen will never equal the stage as a medium of expression, in my opinion, until it rids itself of its mechanical aspect," he said to Director Archie Mayo. "The world of make-believe which envelops a screen actor, or at least it does me, during production, hardly tends to create a feeling of reality. The props, lights, cameras, people standing around and other minor things combine to 'cheat' a performer. Especially so when contrasted to the theatre where you have a personal contact and play to an audience, catering to crowd psychology through the intenseness of one's performance."

Still New to Him

"That feeling, I think, is due to the newness of it all to you," observed Barbara Stanwyck. "Practically every stage veteran feels the same about it when they make their first pictures. It's like trying on a new suit. After you have overcome the feeling of self-consciousness, you won't notice the things you now sense."

And Mr. Kruger let it go at that, although he will admit that he never has made a scene on the stage seem more real than those in which he appears with Miss Stanwyck in "Ever in My Heart." The picture is one of powerful emotions which might easily have seemed forced if enacted by players of less talent than Miss Stanwyck and Kruger.

Beulah Marie Dix and Bertram Milhauser have created a story of rare beauty, power and genuine pathos in "Ever in My Heart," which Milhauser dramatized for the screen. Others in the cast include Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson.

Different Colors Used on Movie Sets for Shading

Although Photographed in Black and White, Garden in "Ever in My Heart" Is All Color

WHY do they bother about colors?" Visitors on the sound stages of Hollywood ask that one just as often as they say: "But don't those actors from the stage miss the applause?"

They are talking, of course, about the shades and tones of color used by set designers. All of it will emerge on the screen as "plain black and white." Then why should sets show hues as accurate and carefully applied as those constructed for the stage?

The answer, naturally, is that they won't come out as black and white at all. Between those two extremes the range includes almost as many tones as there are colors. The visitors who ask the question may not guess it, but they couldn't sit through a picture turned out in solid blacks and whites. At least they'd never want to see another. The headache and eyestrain would be terrible.

For Barbara Stanwyck's newest starring vehicle, "Ever In My Heart," now showing at the Theatre, Anton Grot, art director for Warner Bros., had created an old-fashioned garden. It's a large old-fashioned garden but also a friendly one—all neat brick paths and peach trees and trim New England lawn. Flowers border the walks and bank the high brick wall—but not real flowers. Real ones would wilt at once under the heat from the arc lights on the sound stage where the garden was constructed.

Riot of Color

The garden is a riot of color. Grot had used a dozen or more varieties of flowers and each variety had the exact color of its natural counterpart. Why so much trouble when the colors don't register? Because the camera does show the

full range of shadings and none of them are quite the same. Only in that way can the effect of a varied and colorful garden be obtained.

Dark red roses photograph almost black. Yellow roses are white—as white a white as the screen can show. Pale asters and lavenders look only a little darker on the screen and dark purple flowers come out nearly as sombre as the red. Blue ones are somewhere in between. There's plenty of variety.

There is only one respect in which Miss Stanwyck's garden fails to hold the mirror up to nature. It has no white flowers—and that is very different from the true New England type. The camera has its own tricks, as you've probably heard—and white flowers are the only ones that would look unnatural. But yellow flowers approximate the white.

The garden is the scene of Miss Stanwyck's honeymoon home where she is happy with her husband, Otto Kruger, until the war tears the American girl and her German husband apart. The picture, based on the story by Beulah Marie Dix and Bertram Milhauser, is one of rare beauty and powerful drama in which Barbara Stanwyck plays her most emotional role.

In the cast with the star are Kruger, Ralph Bellamy, Ruth Donnelly, Laura Hope Crews and Frank Albertson. Archie Mayo directed.

Current Shorts

Movie Star Comes From Noted Literary Family

Ralph Bellamy, who has one of the leading roles with Barbara Stanwyck in the Warner Bros. picture, "Ever In My Heart," now showing at the theatre, boasts of no stage folk among his ancestors. In fact he comes from a noted literary family. He is a relative of Eben E. Rexford who wrote "Silver Threads Among the Gold" and of Edward Bellamy, author of "Looking Backward" and Paul Bellamy, editor of the Cleveland Plain Dealer.

Stanwyck Won't Permit Son to Be Child Actor

Barbara Stanwyck, who has the stellar role in the Warner Bros. picture, "Ever In My Heart," now at the theatre, has an adopted son, Dion. But she doesn't want him to follow her own profession, although she herself was practically brought up on the stage and would not give it up.

"I will never let him become a child actor," she said. "It is too hard a life. I prefer he never becomes one, but if he really wants to when he is grown, and if he has the temperament, I should not then oppose it."

Ruth Donnelly Dropped Reporter Job For Stage

Ruth Donnelly, who has an important role in Barbara Stanwyck's latest starring picture, "Ever In My Heart," now at the theatre, seriously considered the idea of becoming a reporter when starting her career. Her father was a Trenton, N. J., newspaper editor and offered her a reportorial job. Upon mature reflection, she decided her talents were better fitted for the stage.

Mayo Had His Troubles Filming Child and Dog

Archie Mayo had his troubles, and plenty, in directing Barbara Stanwyck's latest production for Warner Bros., "Ever In My Heart," now at the theatre. A four year old boy, Ronnie Cosby, and Asta, a dachshund, figure importantly in several sequences with Miss Stanwyck. Either a small boy, or a dog, offer enough trouble alone, but the two together—

In a long dialogue between Barbara and Ronnie, Asta's cues had to be timed with the same precision as the child's. Before the scene was finished to Mayo's satisfaction fifteen retakes had been made.

Barbara Stanwyck Learns Lines By Writing Them

Barbara Stanwyck, Warner Bros. star of "Ever In My Heart" now playing at the Theatre, is what is known as a "hard study" in studio slang. This means that she does not memorize lines rapidly. But she never fails to know them perfectly. In the recording of "Ever In My Heart," the sound mixer's record shows that only one retake was necessary on account of her lines. That was when she stumbled over the combination of the words "determined to demand." It's not so easy. Try it yourself.

To memorize her lines so perfectly, Barbara works until midnight each night during the production of a picture. Her system is to write her lines over and over again with pencil until she knows them. It is a tedious and tiresome method but she is never "unprepared" the next morning.

FREAK-FACTS! by Selz.



BARBARA STANWYCK
—ONE OF THE SCREEN'S GREATEST EMOTIONAL STARS, EARLIEST AMBITION WAS TO BE A FOREIGN MISSIONARY.

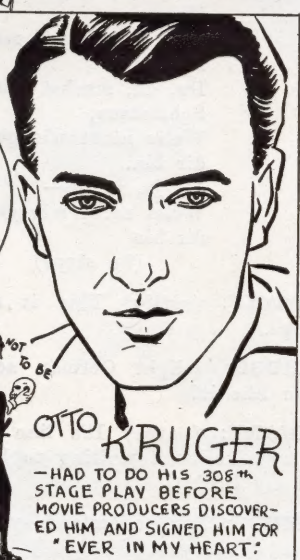


ARCHIE MAYO
WHO DIRECTED "EVER IN MY HEART" ONCE TOURED EUROPE AND AUSTRALIA IN GRAND STYLE, MAKING HIS OWN SONGS PAY HIS WAY.



LAURA HOPE CREWS
ROUNDED OUT A FULL HALF-CENTURY ON STAGE AND SCREEN DURING PRODUCTION OF "EVER IN MY HEART".

ARTIFICIAL FLOWERS
ARE USED IN GARDEN SCENES IN PICTURES BECAUSE THEY PHOTOGRAPH BETTER THAN REAL FLOWERS.



OTTO KRUGER
—HAD TO DO HIS 308TH STAGE PLAY BEFORE MOVIE PRODUCERS DISCOVERED HIM AND SIGNED HIM FOR "EVER IN MY HEART".

PLANT FREAK FACTS IN LOCAL PAPER

Out No. 15 Out 30c Mat 10c

Takes Days to Make Short Scene Flashed on Screen

Miss Stanwyck	9:00 A. M.
Otto Kruger	"
Standin for Miss Stanwyck	"
Standin for Mr. Kruger	"
Ralph Bellamy	10:00 A. M.
2 French Detectives	"
4 Soldiers—M.P.'s	"
1 Sgt. M.P.	"

PUT them all together, they spell a scene of love, suspicion, terror, hate. Also they spell a full day's work for everybody on a motion picture studio Call Sheet and more for those who prepare the sets.

It may be only one scene has been finished at the end of the day. Only one scene, which will flash across the screen in the space of a minute or so. But the time, effort and the talent of many people have gone into its making.

An art department had been long at work—several days before the time of shooting—to create a hallway and a bedroom in a French lodging house. Property men had labored to find precisely the right furnishings and personal effects to dress this room, for Barbara Stanwyck in the Warner Bros. picture, "Ever In My Heart," which comes to the Theatre on

Stars and bit players have been rehearsed. Electricians, sound men and cameramen had been instructed carefully. They knew what would be needed on the technical side.

All this had been done. The players on the call sheet had reported on the dot. Production was moving with the greatest smoothness. And yet this one scene took a day of shooting.

That is because, first of all, the scene in question is one of the most important in the script. Also it is because Archie Mayo, despite an air of casualness and jocularity that can't be rivaled in Hollywood, is one of the most meticulous directors in the business. That air of casualness has deceived many people about Mayo—at first. But only at first.

Any who have watched him at work on the production of "Ever In My Heart," recognize the competence and seriousness beneath the quips. The Mayo quips are famous. So is his seriousness. Often this director's jesting, which continued as a steady fire throughout the day, seemed to obscure his seriousness.

The scene didn't suit him on the

first rehearsal, so he spent three hours in talking it out with his principals. Then it was tried again.

Mayo has a gift for "breaking up" scenes that strike him as static, dull or talky. All this he did swiftly—he knew exactly what he wanted without experiment—but it took others longer to catch up with him. When he had reversed the order of a scene, switched the dialogue and "built up" a situation from a new angle on the set, there was still plenty to be done. Lights had to be shifted, to follow his new scheme—cameras and microphone too. Actors had to re-arrange the order of the dialogue in their minds. The

Screen Records

BARBARA STANWYCK — "Baby Face," "Ladies They Talk About," "The Purchase Price," "So Big," "Night Nurse," "Illicit."

OTTO KRUGER—"Turn Back the Clock," "Beauty for Sale." Noted on stage for "Counsellor at Law," "Private Lives," "The Great Barrington."

RALPH BELLAMY—"The Narrow Corner," "Picture Snatcher," "Almost Married," "Young America," "Airmail," "Wild Girl."

RUTH DONNELLY — "Female," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again," "Lilly Turner," "Blessed Event."

LAURA HOPE CREWS—"Female," "Charming Sinners," "New Morals for Old," "The Silver Cord," "Out All Night."

FRANK ALBERTSON—"Airmail," "Huddle," "Racing Youth," "Way Back Home," "The Brat," "Traveling Husbands," "A Connecticut Yankee."

DONALD MEEK — "Girl Habit," "The Hole in the Wall."

ELIZABETH PATTERSON — "No Man of Her Own," "They Call It Sin," "Life Begins," "Miss Pinkerton," "Stranger in Town."

WILLIS CLARK—"Madame Butterfly," "They Just Had To Get Married," "My Pal the King," "Okay America," "Alias the Doctor."

NELLA WALKER — "Twenty Thousand Years in Sing Sing," "Frisco Jenny," "They Call It Sin," "Is My Face Red?" "As You Desire Me."

HARRY BERESFORD — "The Match King," "Doctor X," "Two Seconds," "Prosperity," "Ambition," "So Big," "High Pressure."

CLARA BLANDICK — "Life Begins," "Three on a Match," "Two Against the World," "Huckleberry Finn," "It's a Wise Child."

FLORENCE ROBERTS—"The All American," "Make Me a Star," "Westward Passage," "Fanny Foley Herself," "Too Many Cooks."

VIRGINIA HOWELL—"They Just Had To Get Married."

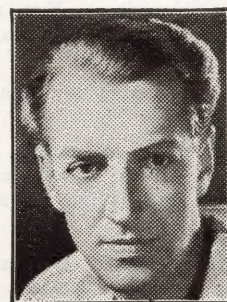
ARCHIE MAYO (Director)—"The Mayor of Hell," "The Life of Jimmy Dolan," "Two Against the World," "Street of Women."

arrangement of the furniture was changed.

Only the one scene had been finished by the end of the day, the climactic scene of love and pathos for "Ever In My Heart" in which Barbara Stanwyck, Otto Kruger, Ralph Bellamy and a few bit players take part. But Archie Mayo had what he wanted.

"Ever In My Heart," written by Beulah Marie Dix and Bertram Milhauser, is a romance of rare beauty in which Barbara Stanwyck plays her most emotional role. Others in the cast include Ruth Donnelly, Laura Hope Crews and Frank Albertson.

MISS STANWYCK'S LEADING MEN



OTTO KRUGER
Out No. 2 Out 15c Mat 5c

Use these cuts as program fillers also with feature story on either star.



RALPH BELLAMY
Out No. 3 Out 15c Mat 5c

Special Radio Sketch

STRONG DRAMA OF "EVER IN MY HEART" CAUGHT IN TEN-MINUTE PROGRAM

The parts in this sketch should be done by local people. They will in all probability be willing to go on the air for the publicity involved. The fact that home town folks are taking the roles will be good for news stories. If possible get some favorite home town 'mas-

ter of ceremonies' to act as narrator. The song "Du, du, liegst mir im Herzen" is sung in German. A soprano and a baritone are needed, who also speak lines—and two other speaking parts. This sketch is box office. Plant it.

FOUR CHARACTERS

MARY ARCHER: High-bred New England girl, who marries a naturalized German, who returns to fight for his own people during the World War and becomes a spy for the Germans. (Soprano).

HUGO WILBRANDT: German educated in Oxford, who marries an American, becomes a citizen, but during World War goes back as a spy for his Fatherland. (Baritone).

JEFF ARCHER: Distant cousin of Mary Archer, Oxford classmate of Hugo, who is jilted by Mary for Hugo.

GRANDMA ARCHER: Sharp-tongued, domineering and well-to-do grandmother of Mary Archer, whom she scolds but adores.

Regular Station Announcement followed by

ANNOUNCER: We are pleased to present for your entertainment a brief playlet made up from Miss Barbara Stanwyck's most emotional picture, "Ever In My Heart," the Warner Bros. production which comes to the Theatre next.

Miss Stanwyck is supported in "Ever In My Heart" by Otto Kruger, Ralph Bellamy, Ruth Donnelly, Frank Albertson, George Cooper, Wallis Clark, Nella Walker, Florence Roberts, Laura Hope Crews, Clara Blandick, Ronnie Crosby, Frank Reichner, Harry Beresford and Virginia Howell. Archie Mayo directed—Mr. (name of theatre manager or his representative, may be local master of ceremonies) will now give you a brief summary of events leading up to the opening of the sketch.

NARRATOR: Thank you (name of announcer). Early scenes of "Ever in My Heart" are laid in the ancient New England village of Archervale, named for the patriotic family of Archer, whose sons have served valiantly in all the wars of the United States, from the Revolution down.

In the stately colonial mansion of the family, lives Mary Archer, a radiant modern girl, who has promised to marry her distant cousin Jeff, when he returns from Oxford University. When Jeff does come back he brings with him a German classmate, Hugo Wilbrandt. Mary and Hugo fall in love with each other on sight. We see them now in the drawing room of the old mansion. It is dimly lighted by candles and the door is open to the moonlit garden. (Accompaniment of "Du, du, liegst mir im Herzen" begins softly, the narrator's words sounding through the music). Hugo is at the grand piano, Mary leaning against it, watching him and listening with rapt eyes, her lips parted. He touches the keys lightly, singing:

HUGO: "Du, du, liegst mir im Herzen,
Du, du, liegst mir im Herzen,
Du, du, machst mir viel Schmerzen,
Weiss nicht wie gut ich dir bin.
Ja, ja, ja, ja—
Weiss nicht wie gut ich dir bin
(he stops)

MARY: (softly) Play it again, Hugo.

HUGO: (slight German accent) You like it?

MARY: (pause) It's like something I've been waiting to hear—all my life!

HUGO: You understand—what it says?

MARY: It's just the words—I don't understand.

HUGO: I want you to understand the words, Mary.

MARY: (in a low voice) Then—tell me.

HUGO: Come! (sounds a few notes)—Sing with me. (plays softly and sings)

"Du, du, liegst mir im Herzen"
(plays first line again)

MARY: (sings tenderly but unsurely) "Du, du, liegst mir im Herzen—"

HUGO: (plays on and sings) "Du, du, liegst mir im Sinn—"
(repeats the music).

MARY: (sings) "Du, du, liegst mir im Sinn—"

HUGO: (stops playing to translate) "You are ever in my heart—You are ever in my thought" (pauses) Say it.

MARY: (repeating after him, with feeling) You are ever in my heart. You are ever in my (catch in her voice) thought.

HUGO: Mary—geliebte—see, yonder in the garden—all is silver with the moonlight—trees—flowers—Let us go there—

MARY: I—

HUGO: (softly, half accusation, half question) Are you afraid, Mary? Are you afraid to let me—say it all?

MARY: (poignant, wistful) Afraid!

HUGO: "You will never know—how much—I love you."

MARY: I knew. I have always known.

HUGO: (with tender reverence) Say it.

MARY: (dreamily) You are ever in my heart—You are ever in my thought—

HUGO: Dearest of all loves.

MARY: (whispering) You will never know how much—how much—I—

HUGO: Your hands, my dear—your lips—

(Orchestra takes up strains of "Du, du, liegst mir im Herzen" and as it fades out the narrator continues).

NARRATOR: Hugo Wilbrandt becomes an American citizen, secures a professorship in the local college, earns the respect of everyone, and in due time marries Mary Archer. They are supremely happy

in each other, and, as the years pass, in the love of their little son, Teddy. Then—rumors of war become realities. The Lusitania is sunk. America enters the war. Then Hugo's friends become enemies, he loses his position at the college, and Teddy sickens and dies. Winter settles down over New England, white, hard, unrelenting. Poverty overtakes Hugo and Mary. She is sitting in the bare kitchen, a sweater drawn over her dress when the door opens and Hugo enters in mackinaw and arctics. He tries to speak courageously:

HUGO: Hello dear one.

MARY: I'm so glad you're back—did—you—

HUGO: No, no, why ask—? There is no work for—

MARY: I was going to say did you get very cold—

HUGO: Not too cold! It is the cold hearts, Mary—the cold words! I ask here—I ask there—people that were my friends—they turn away—they—

MARY: I know, dear.

HUGO: (brightening) But at that there's a bare chance I may get work tomorrow in the freight yards—

MARY: Maybe it won't be so bad—

HUGO: Of course it won't be bad—if I get it—Oh, Mary, dearest one, why do you stick to me like this? Sometimes I think I should write to Jeff—and let him know how things really are with us.

MARY: No.

HUGO: It's Jeff you should have married, liebchen, not—not me!

(Wind rises and falls eerily)

MARY: Such foolish talk, Hugo. We'll get through somehow. It'll all come right—so long as we have each other.

HUGO: Liebes Herzchen—(pause, sleighbells in distance).

MARY: Who'd venture out on a day like this!

HUGO: I'll see.

MARY: Who is it?

HUGO: Your grandmother Archer—in her furs—and—

MARY: Surely not!

HUGO: Your grandmother and your—and Jeff!

(jingling now quite near, stops)

MARY: Open the door, dear. (opening door heard, wind swirls in).

HUGO: Ah—

MARY: Why, grandmother Archer!

GRANDMA: (bluntly) How do you do, Mary!—Like a barn in here!

JEFF: (buffy) Hello, Mary!

MARY: Oh, I'm so glad to see you, Jeff.

JEFF: (heartily) How goes it, Hugo!

HUGO: Well, Jeff—we—that is, I—

GRANDMA: (interrupting) Mary, we've come to take you home!

MARY: Oh, I—I can't go, grandmother, I can't. You see, there are only the two of us now—and—

GRANDMA: You may bring your husband with you, if you wish. We'll make an opening for him in the mills, somehow.

JEFF: (genially) The family mills, you know, Hugo. The mills that keep us all going—You'll be promoted in two or three months.

MARY: Won't you try it, Hugo?

HUGO: Of course I will!

GRANDMA: (quickly) Then that's settled! (harshly) Now, there's just one thing we're asking you to do for us!

HUGO: (dry and suspicious) What is it?

GRANDMA: We want you to change your name.

HUGO: (incredulously) To change, my name!

GRANDMA: Wilbur, for instance, is not so different from (with disgust in her voice) Wilbrandt! And Wilbur is a real good American name—Hug Wilbur!

HUGO: (with quietly tense passion) I will not change my name. It was my father's, and his father's before him—further back even, than your Pilgrim Rock!

MARY: (faintly appealing) But, Hugo—

HUGO: (grimly) I will not change my name for anybody. I am not ashamed of the blood that is in me.

GRANDMA: (her 'dander' up) Suit yourself, of course!—If you can't see your way to—

HUGO: (interrupting with finality) I won't bargain with you. Understand? I take nothing of you. Once—I would have taken. (pent-up bitterness surges in him) Last summer—if you had sent for Mary and the boy—if you had the decent goodness to take them out of the heat here—he might have been alive!

MARY: (anguished) Hugo!

HUGO: (not heeding) I take nothing of you. I want nothing of you.

JEFF: (sharp alarm) MARY!

GRANDMA: (excited) Mercy! She's fainted! This is what you've done! Get some brandy! (softly) Mary—Mary—child!

HUGO: (savagely) And some beef tea—and an eggnog and a good hot cup of coffee. Where do you think you'll find them in this house! (eagerly) Mary! It's Hugo!

GRANDMA: (preemptorily) Get that whisky from the sleigh, Jeff!

JEFF: Yes. (door heard opening and slamming, wind louder).

GRANDMA: I suppose I can scare up some hot water.

HUGO: Yes. They haven't turned off the gas yet.

GRANDMA: I suppose when you've killed her with your obstinacy, you'll be satisfied!

MARY: (as if in a dream) Lieber Mann—

HUGO: My dear—ah, good—you are yourself again—

MARY: (lightly) What fool thing have I been doing now?

HUGO: You—you just folded up on us—that's all.

MARY: How Victorian! Now, let me get up!

HUGO: Lie still a little! Listen, dear. You want very much to go back with them where you were a child, and be happy.

MARY: Without you? You don't think I'm going back without you, do you?

HUGO: Do you think the things in this house will pack themselves!

You go today to Archervale, before you are sick on my hands. I'll come next week.—

MARY: You'll really—come—?

HUGO: Of course I will—honestly—in a week I'll come—

GRANDMA: (sharply) Well, well, what's keeping Jeff, I'd like to know?

(door heard to open and shut)

JEFF: Here it is—I couldn't find it—I—

GRANDMA: I've got the water steaming! Here! Pour it in!—Don't be stingy with it! Pour!

HUGO: Yes, make it good and strong. She's got a long journey before her—a long cold journey. She's going back with you to Archervale.

MARY: He's coming—later.

HUGO: Sure.—I'm going now to pack her suitcase.

GRANDMA: Hurry then! We want to get there before dark!

(Winds sound and the orchestra softly plays the air of "Du, du, liegst mir im Herzen" through which the voices of Hugo and Mary are heard, after some moments of music only).

MARY: Hugo—you will come—in a week?

GRANDMA: (off, impatiently) Mary! Do please hurry!

MARY: Yes, Grandma! (to Hugo, softly) You'll come to me before Christmas—won't you?—Yes? Cross your heart and hope to die if you don't?

HUGO: (not meaning it) In a week.

GRANDMA: (off, tartly) You know it isn't as if you were saying goodbye forever!

MARY: (her heart in her voice) Auf Wiedersehen, lieber Mann.

HUGO: Auf Wiedersehen, my Mary! (bells tinkle softly, wind loud).

GRANDMA: Sit right in here between us! That's the girl!

HUGO: Look out for her, will you, Jeff?

JEFF: (bluffly) Sure, old man. (sleigh starts, bells jingling merrily)

HUGO: (calling through the wind) Auf Wiedersehen.

MARY: (her voice like an echo) Auf Wiedersehen!

(Sound of the bells fades into the air of "Du, du, liegst mir im Herzen" played by orchestra. The music is fading as the narrator concludes):

NARRATOR: But he never comes back. Instead he returned to Germany and enlisted in the forces of his Fatherland during the World War. Jeff is somewhere in France as an officer of the A.E.F.—Mary is in charge of an army canteen—We are not going to tell you more of the great story of "Ever In My Heart"—except that it is one of the most powerful melodramatic romances ever filmed! Barbara Stanwyck has won high acclaim for earlier roles—but her portrayal of the emotional heroine of "Ever In My Heart" presents a new Barbara Stanwyck! Courageous—feminine—constant in her love—and incredibly moving! "Ever In My Heart" will open its local engagement at the Strand Theatre.....next. Thank you for listening and GOOD LUCK!

THE END

Advertising Section

...Imagine a
whole town
FALLING IN LOVE!

That's exactly the story — the whole big fickle city head-over-heels in love with the most lovable heroine the screen has brought you in many, many months, in this romance of a girl who kept forever in her heart the love of a man the whole world condemned!

Scene after scene that takes hold of your heart... each as surprisingly thrilling as being awakened by a kiss!



B A R B A R A
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY • RUTH DONNELLY

S T R A N D

Cut No. 35 Cut 40c Mat 10c—280 Lines

... A PICTURE
THAT WILL
MAKE YOU FALL
IN LOVE ALL
OVER AGAIN!

B A R B A R A
STANWYCK
in
"EVER IN MY HEART"
A Warner Bros. Picture



S T R A N D

Cut No. 24 Cut 40c Mat 10c—116 Lines

After Every
Stanwyck Picture
YOU KNOW YOU'VE
BEEN SOME PLACE!

She has shocked you as one kind of woman—won your heart as another kind—and now she brings you the most surprisingly thrilling woman of them all! You'll fall in love all over again when you see her in this great new love story!

B A R B A R A
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY • RUTH DONNELLY

S T R A N D

Cut No. 27 Cut 40c Mat 10c—220 Lines



THRILLING AS BEING
WAKENED BY A KISS!
Come when you're finding it hardest
to be happy... Sit and let this glorious
romance ripple through your heart!

B A R B A R A
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with
OTTO KRUGER • RALPH BELLAMY

Cut No. 5 Cut 40c Mat 10c—150 Lines

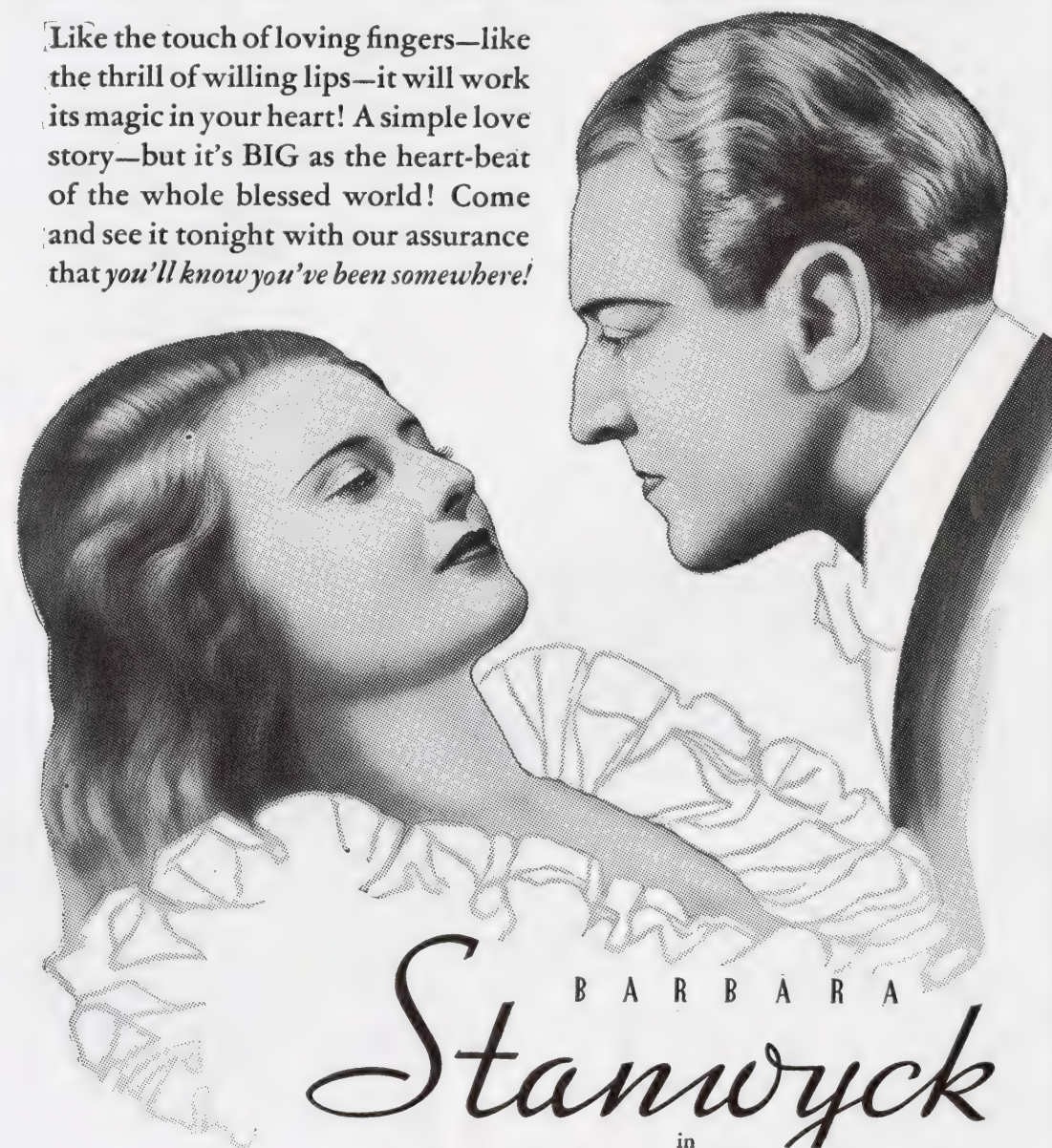
Advertising Section

...Imagine a
whole town
FALLING IN LOVE!



A SHOW FOR PEOPLE WHO *BELIEVE* IN LOVE!

Like the touch of loving fingers—like the thrill of willing lips—it will work its magic in your heart! A simple love story—but it's BIG as the heart-beat of the whole blessed world! Come and see it tonight with our assurance that *you'll know you've been somewhere!*



BARBARA
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY » RUTH DONNELLY

That's exactly the story — the whole big fickle city head-over-heels in love with the most lovable heroine the screen has brought you in many, many months, in this romance of a girl who kept forever in her heart the love of a man the whole world condemned!

Scene after scene that takes hold of your heart... each as surprisingly thrilling as being awakened by a kiss!



BARBARA
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY » RUTH DONNELLY

S T R A N D

Cut No. 34 Cut 60c Mat 15c—648 Lines

"AFTER YOU, MY
DARLING, NO
OTHER MAN CAN
EVER MATTER..."

Is it the same with every woman? Is there always one man to whom she belongs — all and forever? And is this man she secretly loves to the last, always the man who loved her first?
See...

BARBARA
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY » RUTH DONNELLY

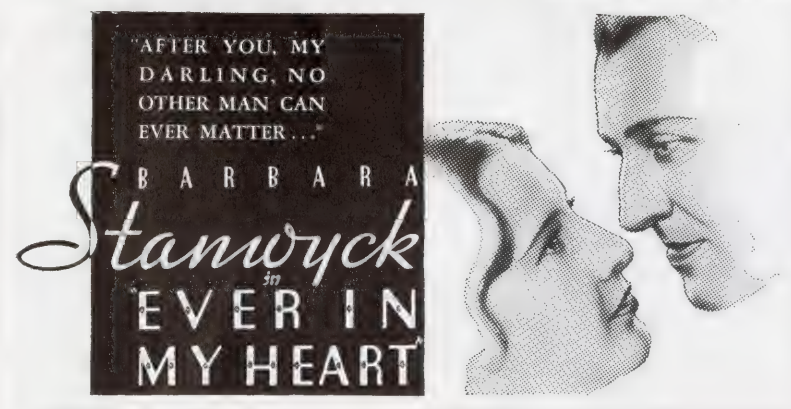
Cut No. 20 Cut 40c Mat 10c—160 Lines

Thrilling
AS BEING
WAKENED
BY A KISS

BARBARA
Stanwyck
in
"EVER IN MY HEART"

A Warner Bros. Picture with
OTTO KRUGER
RALPH BELLAMY

Cut No. 8 Cut 20c Mat 5c
88 Lines



Cut No. 19 Cut 40c Mat 10c—56 Lines



Cut No. 4 Cut 40c Mat 10c—56 Lines

NOTE TO EXHIBITOR:—By all means, if you have a large German population, translate the ads into German and use in German newspapers.



Cut No. 32 Cut 20c Mat 5c
15 Lines



Cut No. 30 Cut 20c Mat 5c
15 Lines

Advertising Section

Romance

AS IT WAS WHEN YOU
FIRST FELL IN LOVE!

Here's a picture for people who are tired of the hysteria of modern mating...who long to recapture the thrill of the first kiss...the pain of the first parting...the magic of the first real love affair! Doesn't that mean YOU?

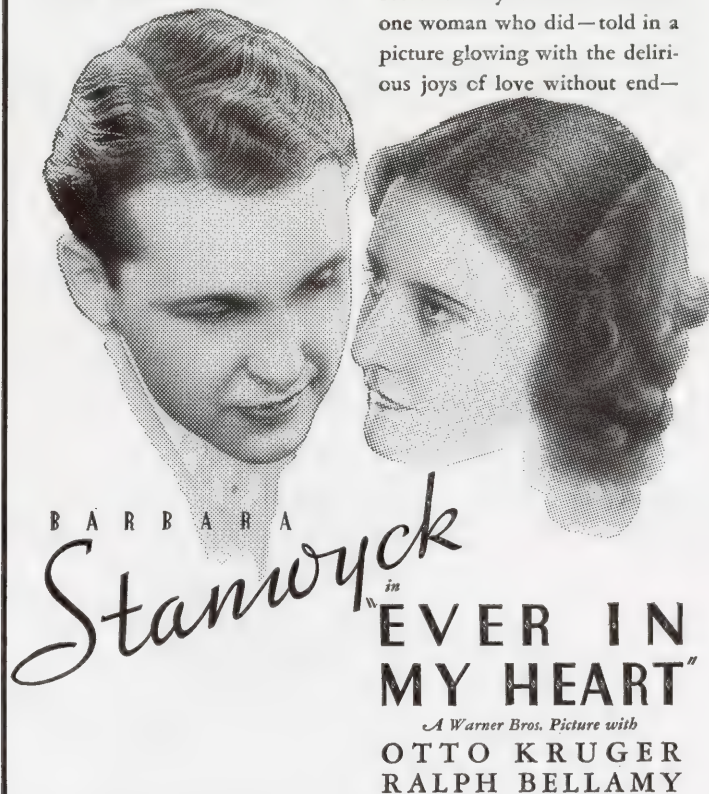


BARBARA
Stanwyck
in
"EVER IN MY HEART"
A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY • RUTH DONNELLY
STRAND

Cut No. 36 Cut 40c Mat 10c—240 Lines

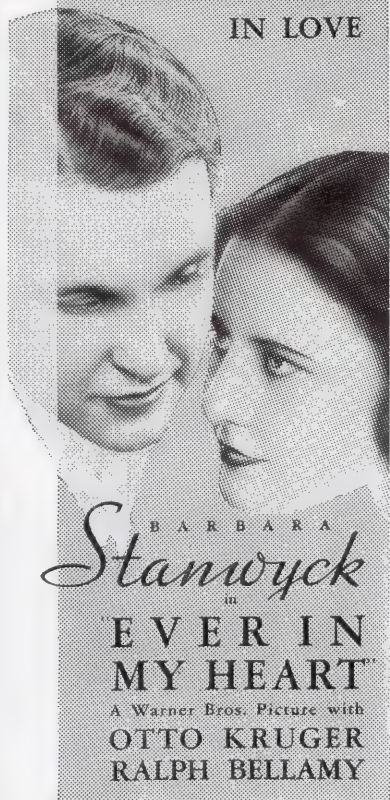
DID THIS NIGHT
OF LOVE GO
ON FOREVER?...

Is it possible for a man and a woman to stretch one moment of supreme delight into eternity? See this story of one man and one woman who did—told in a picture glowing with the delirious joys of love without end—



Cut No. 6 Cut 40c Mat 10c—144 Lines

Romance
AS IT WAS WHEN
YOU FIRST FELL
IN LOVE



Cut No. 25 Cut 20c Mat 5c
70 Lines

You'll Fall In Love
ALL OVER AGAIN!



Here's a story that will bring back to you all the joy—all the rapture—all the precious pain of that one great love affair! Come tomorrow! Let the glorious Stanwyck work her magic on you!

BARBARA
STANWYCK

in
"EVER IN
MY HEART"

A Warner Bros. picture with
OTTO KRUGER
RALPH BELLAMY

RUN THEATRE NAME & POLICY
HERE ON REVERSE PANEL

Cut No. 22 Cut 40c Mat 10c—208 Lines

Advertising Section

A PICTURE THAT
WILL MAKE YOU
FALL IN LOVE ALL
OVER AGAIN



BARBARA
Stanwyck
"EVER IN MY HEART"
A Warner Bros. Picture with
OTTO KRUGER
RALPH BELLAMY

Cut No. 7 Cut 20c Mat 5c
88 Lines

A SHOW FOR PEOPLE
WHO BELIEVE IN LOVE!

Like the touch of loving fingers—like
the thrill of willing lips—it will work
its magic in your heart! A simple
love story—but it's BIG as the heart-
beat of the whole blessed world!



B A R B A R A
STANWYCK

in
"EVER IN MY HEART"

A Warner Bros. Picture with
OTTO KRUGER
RALPH BELLAMY

RUN THEATRE NAME & POLICY
HERE ON REVERSE PANEL

Cut No. 23 Cut 60c Mat 15c—267 Lines

You'll Fall In Love
ALL OVER AGAIN!

Here's a story that will bring back to you
all the joy—all the rapture—all the pre-
cious pain of that one great love affair!
Come tomorrow! Let the glorious
Stanwyck work her magic on you!
Let her send life's thrill of thrills rip-
pling through your heart once more!

B A R B A R A
Stanwyck
in
"EVER IN MY HEART"
A Warner Bros. Picture with OTTO KRUGER
RALPH BELLAMY • RUTH DONNELLY



STRAND

Cut No. 26 Cut 40c Mat 10c—186 Lines

THRILLING AS BEING
WAKENED BY A KISS!



Come when you're finding it
hardest to be happy . . . Sit
and let this glorious romance
ripple through your heart!

B A R B A R A
STANWYCK

in
"EVER IN
MY HEART"

A Warner Bros. Picture with
OTTO KRUGER
RALPH BELLAMY

RUN THEATRE NAME & POLICY
HERE ON REVERSE PANEL

Cut No. 21 Cut 40c Mat 10c—194 Lines

7-DAY NEWSPAPER CONTEST SELLS STANWYCK'S EMOTIONAL ROLE

Barbara Stanwyck has played the role of all types of women in former starring vehicles. Now, in "Ever In My Heart," she brings the most surprisingly woman characterization of them all.

The wide range of Stanwyck portrayals lend themselves to an interesting newspaper contest.

Your local newspaper will find this an acceptable feature because it sustains readers' interest from day to day.

Readers will participate in this contest because it is an enjoyable past-time and obviously is easy to work out.

Six important scenes from Barbara Stanwyck's former starring pictures and one from her latest hit, "EVER IN MY HEART" are included in this contest.

The idea is to have readers name the correct title of the picture from which each scene was taken; plus a short description of the type of woman portrayed by Barbara Stanwyck in each particular picture.

All titles and descriptions must be submitted at one time at the end of the contest.

The contest is planned to run for seven days, using one scene daily. Start the contest well in advance of your open-

ing date of "Ever In My Heart" so that the last scene cut appears in the cooperating newspaper on the first or second day of your showing of "Ever In My Heart."

In this way you create maximum interest in Barbara Stanwyck's new role and get a great publicity build up in advance and during the showing of "Ever In My Heart."

Three publicity stories have been prepared for your use to get the contest started. Write the remaining four stories along the lines of the first three with added copy on the local angle and progress of the contest.

Be sure that you include a paragraph mentioning Barbara Stanwyck in "Ever In My Heart" and a few lines about the picture plus your play-dates.

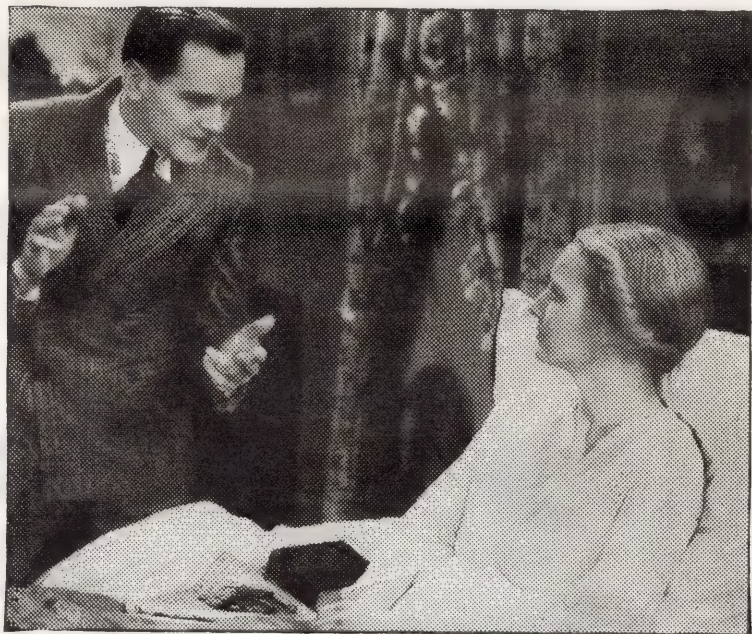
NOTE: For your information and to help you in deciding correct solutions, here are the names of the pictures from which the scenes have been taken:

- | | |
|---------------------|-----------------------------|
| 1. "SO BIG" | 5. "LADIES THEY TALK ABOUT" |
| 2. "ILLICIT" | 6. "BABY FACE" |
| 3. "NIGHT NURSE" | 7. "EVER IN MY HEART" |
| 4. "PURCHASE PRICE" | |

(Complete set of illustrations 50c—No. 33)

(1st Day Publicity Story)

Valuable Prizes Offered In "Movie Memory Test"



In this scene Barbara Stanwyck gave the greatest exhibition of suppressed emotion, of suffering heart wringing anguish she has ever depicted. Hardie Albright, appeared with her in this scene which moved you to tears when you saw it on the screen.

Can you name the picture from which this scene was taken?

See "Ever In My Heart" Free By Listing Titles and Roles Of Barbara Stanwyck's Former Screen Hits

Today the Daily News introduces a new past-time which will be favored by everybody.

It's the "Movie Memory Test." And with it goes the added feature of a grand prize list which will be awarded to winning contestants by the Strand Theatre. (list prizes).

This is what you are asked to do: name the title of the motion picture from which the scene is taken and write a short description of the type of woman portrayed by Barbara Stanwyck in each picture.

Every day for the next six days the Daily News will print a new picture from one of Barbara Stanwyck's screen hits. After you have the entire set of seven pictures, as-

semble them and with your titles and descriptions send them to the contest manager of the "Movie Memory Test."

All answers must be sent to the Daily News no later than (Date).

Perhaps the description of the scene will give you a clue to the title of the first picture. Like all of Miss Stanwyck's characterizations this one stands out in the memory and as you study the picture it will come back to your mind. Put on your thinking cap and get yourself set for one of the prizes and to see Barbara Stanwyck's latest screen hit, "EVER IN MY HEART" which opens (date) at the Strand Theatre.

(2nd Day Publicity Story)

Second Test In Old Time "Movie Memory Contest"



Of all the brazen hussies . . . Natalie Moorehead, in love with Barbara Stanwyck's husband, played by James Rennie, had the effrontery to come to Stanwyck and tell her that she was taking her husband away from her. Do you recall the fierce calmness with which Stanwyck replied in as vivid a dramatic scene ever shown on the screen?

Now can you name the picture from which this splendid emotional scene was taken?

Guest Tickets To See Barbara Stanwyck In "Ever In My Heart" for Winning Answers

Take a good look at the picture above and try to recall what motion picture it was taken from.

It's the second photo from a series of seven which the Daily News is including in its new "Movie Memory Test."

Yesterday we printed the first one. It's up to you to name the title of the picture these photos represent and write a short description of the type of woman portrayed by Barbara Stanwyck in each particular picture.

If your answers are among the correct ones you will be awarded with one of the valuable prizes offered by the Strand Theatre where Barbara Stanwyck's newest screen romance "Ever In My Heart" will be shown starting (date).

Here is the list of prizes:

Just follow these simple rules: Do not send in your answers each day as new photos appear in the Daily News. Wait until all the seven scenes from Barbara Stanwyck's former starring pictures have appeared, then send them in all at once with a short description of each role played by Miss Stanwyck in the respective screen hits.

"Ever In My Heart" gives Miss Stanwyck a new role, one in which she is destined to top her former vehicles. In the supporting cast is Otto Kruger, famous stage actor and Ralph Bellamy who has been seen in numerous starring parts.

Get started now to join in this fascinating pastime. Pick up the photo printed in yesterday's issue of the Daily News and carry on until the end of the contest.

(Continued on Next Page)

Stunt of the Week

(Continued from previous page)

(3rd Day Publicity Story)

Movie Fans Get Great Kick From Picture Memory Test



Although a couple of years have elapsed since this dramatic scene was flashed upon the screen, the flashing eyes and the bitter scorn with which Stanwyck addressed the other famous star, Clark Gable, must surely have been indelibly imprinted upon your memory. The woman in the chair, is pleading for more liquor, which Stanwyck has refused to let her have. Gable played the villainous chauffeur, who later on in the picture socked Stanwyck.

Now can you name the picture from which this great emotional scene was taken?

Tickets to See Barbara Stanwyck's New Hit Offered For Correct Answers and Descriptions

Can you remember the title of the picture from which the above scene is taken? Perhaps the information given below the photo will help you.

This is the third of the new "Movie Memory Test" which the Daily News is conducting in co-operation with the Strand Theatre where Barbara Stanwyck in her latest picture, "EVER IN MY HEART" will be seen starting (date).

It's an interesting past-time and may bring you one of the prizes in the bargain. The Strand Theatre will award winning contestants with the following list of prizes: (List).

All you have to do is start from the beginning when the first photo appeared two days ago. Name the

title of the motion picture which each scene represents and give a short description of the type of woman Barbara Stanwyck portrayed in the respective screen hit.

Send in your answers all at one time, after the entire set of seven pictures have appeared. Address, Contest Manager, "Movie Memory Test," Daily News.

Come on and get yourself set to see Barbara Stanwyck in her newest romantic hit "EVER IN MY HEART" which opens (date) at the Strand Theatre. Miss Stanwyck portrays a new kind of woman in her latest picture, one which will appeal to everybody. Otto Kruger, famous stage star and Ralph Bellamy are the principals in the supporting cast.

Scene No. 4 in Movie Memory Test Is A Real Puzzler



Barbara Stanwyck swallowed her pride as she pleaded with George Brent to believe her that her former lover no longer meant anything to her. Here she is, dressed in her nightie, trying to keep Brent from taking his departure. Never before has Barbara Stanwyck enacted so strong a dramatic scene. Can you tell from what picture this scene was taken?

Scene No. 5 For Movie Fans In Interesting Memory Test



Here you have Preston Foster, the young reformer and Barbara Stanwyck. If you remember the picture, you will recall that this scene was taken immediately after Stanwyck had shot Foster in the hand only to discover that she was madly in love with him. Remember how this emotional scene stirred you when you saw it on the screen. Now can you tell from what picture this scene was taken?

Scene No. 6 Gives Clue To Recall This Screen Hit



"I can't give you back that money you gave me. I'm too afraid of poverty," George Brent is making a plea for the money he had given Barbara Stanwyck. He is desperately in need of money to save his bank, but Stanwyck, who is terrified at the thought of poverty, refuses to give him the money. This is one of the most emotional portrayals Barbara Stanwyck has ever given. Now can you tell from what picture this scene was taken?

Strand Ads Hold Answer To Last Scene In Memory Test



Although Barbara Stanwyck has won many admirers with her fiery emotion on the screen, it remained for latest screen hit to bring out the tenderest, yet the most touching emotional work of her career. She is seen here with Otto Kruger in the stirring climax of her new picture.

Exploitation Ideas

TRUE LOVE STORY LETTERS GREAT FOR RADIO OR NEWSPAPER TIE-UP

If you're looking for something NEW . . . here it is! And it's a tried and proven exploitation tie-up that punches right at the heart of every man and every woman—young or old!

It simply involves the following:

Credit goes to Sandy Abrahams who with George Bilson worked out the idea in advance of the opening of "I Loved A Woman" at Warner's Hollywood Theatre. In a tie-up with station KFWB the contest received a tremendous response and created a great deal of interest for "I Loved A Woman."

The idea was passed on to the Warner Theatres in the Western Division and it went over very big for them.

THE SAME IDEA MAY BE CARRIED OUT TO EXPLOIT "EVER IN MY HEART."

Listeners-in write a short letter telling about a true romance—their own or one they know about.

These letters are read over the radio; initials substituting writers' names.

Cash prizes and guest tickets to see "Ever In My Heart" offered to the most interesting letters relating true-life romances.

Of course, the station announcements carry direct plugs for the picture, cast, theatre and play-dates.

(Radio Announcement for First Day)

Regular station announcement followed by:

At this time station KFWB introduces a new feature, one which has all the human interest elements of appealing to every man and woman—young or old.

It is in the form of a contest in which radio fans are invited to participate. The contest is held in conjunction with the romantic motion picture, "Ever In My Heart," starring Barbara Stanwyck, Otto Kruger, Ralph Bellamy and other favorites.

Station KFWB in cooperation with the Strand Theatre offers \$25. in cash for the most interesting letter relating a true-life romance. This cash prize will be awarded daily (or after the run of the contest which closes . . .).

Just write a short letter of not more than 200 words about a true life romance—your own or one you know about. All letters must be signed in full, however your name will not be mentioned at any time. Credit will be given to your initials only.

If you have a love story to tell, one that you think is unusual and interesting, just write about it in your own words and send it to the contest editor of this station. The contest closes (date).

In addition to the \$25. cash award the Strand Theatre offers 10 pairs of guest tickets for each of the ten most interesting letters. These tickets will be good to see Barbara Stanwyck in "EVER IN MY HEART" which opens (date) at the Strand Theatre.

Tomorrow night at (time) we will have more news about this contest and will read some of the letters received. Be sure to listen in and hear about romances that are true to life. If you have a story to tell, get your letter in among the first. It may be the \$25. winner!

Just as the story of "Even In My Heart" is true to life, there must be many more real-life romances which are so dramatic, so unusual, so sweetly simple that they will appeal to everyone in your city.

It requires but a short radio period to carry on the contest. Certainly the material used on this period will be interesting enough to warrant at least 15 to 30 minutes.

Appoint a group of representative men and women to act as judges. Prize letters may be selected every night or at the end of the run of the contest.

A radio account selling some home product or wearing apparel will find this contest of supreme interest to listeners. In that connection the sponsor can offer merchandise as prizes.

If it is impossible to make a hook-up with your local radio station plant the contest with your local newspaper.

The opening announcements printed below can easily be whipped into publicity stories for newspaper use; while the letters sent in by readers will sustain interest in the contest during its run.

(Radio Announcement for Second Day)

Last night we announced an idea for a radio contest in which everybody is invited to participate. Judging from the letters which have thus far been received it looks like the judges are in for a tough time to choose the person to receive the first prize award.

But in case you have missed last night's announcement here are the details of the True Love Story Contest sponsored by this station in co-operation with the Strand Theatre.

Just write a letter of not more than 200 words about a true life romance—your own or one you know about. \$25. in cash will be awarded the most interesting letter. Ten other prizes in the form of a pair of guest tickets will be awarded to each of the next ten most interesting letters relating unusual romances.

Very simple isn't it? . . . Everybody is eligible. All letters must be signed in full, however names will not be mentioned at any time. Credit will be given to initials only.

Here are a few of the many letters received in today's mail. Of course, we cannot say at this time whether they are prize winners, but the contests illustrate what we mean.

(NOTE TO EXHIBITOR: If you get an early response read one or two letters received; or else you may use these letters and say they have been sent by local people.)

If you have a love story to tell, here is your chance to make it earn a prize for you. Just write about it in your own words and send it to the contest editor of this station. The contest closes (date).

This contest is sponsored in connection with the showing of "EVER IN MY HEART" Warner Bros. latest romantic picture which opens (date) at the Strand Theatre. "EVER IN MY HEART" is a glorious romance and ripples through your heart. It's the kind of a picture that will make you fall in love all over again! Be sure to see it.

Three Sample Letters For Your Use

True Love Story Contest Editor:

When I was 19 years old, I met a fellow named Bob. Although we went out a lot together, I never knew much about him. He never volunteered any information and I never asked. I was more than satisfied with the way he treated me, he was always a gentleman and always seemed to have plenty of money to spend. We had been going together for about two years when one day my mother showed me a newspaper story that listed Bob as one of a group that had been caught in a gambling raid. I was heart-broken. When he came to my house a few nights later, I pleaded with him to give up gambling and go into an honest business. He told me he loved me and promised to do anything if I would only have faith in him.

My folks insisted that I give him up, but I realized that it was my duty to help him. For a time everything went well, Bob got a job and we were very happy. But then he slipped into his old ways again. Finally we had a terrible scene. He was repentant, but couldn't promise that he had will power to hold out against the vice. Then I knew that it was up to me to give him this strength. There was only one way. I married him and through my love and the sense of responsibility I gave him, he reformed. Today we have a baby two years old and are the happiest couple in Southern California. This is my real-life romance.

Sincerely yours,
MRS. F. B. J.

Editor of Love Story Contest:

Although I am only 17 years of age, I am entering your contest because I feel that I have already met the thrill of real love. I am keeping company now with a man who is 35 years old and though the difference in our ages is great, I do not notice it, because he is so kind. I met him at a dance last Christmas Eve. Somehow we were drawn to each other immediately. I had come to the affair with a boy my own age, but I spent most of the evening with my new friend.

Naturally my parents objected at first to my going out with a man so much older, but now that they see what a fine chap he is, they think as much of him as I do.

We are going to be married next summer and I know we will be always happy for we are really in love. Many people may laugh and say that I do not know what I am doing. They are wrong. As long as a couple get along so well together and agree on everything like my fiance and myself do, I am sure that nothing can stand in the way of a successful marriage. I know I will be a little lonely at first for young boys, but my husband's companionship will make up for everything.

If you read this letter over the air, please do not mention my name as our betrothal has not been announced yet and I do not want to embarrass my one and only sweetheart.

Very truly yours,
EVELYN B.

Editor of True Love Story Contest:

My romance with Paul was one of those love affairs that are taken for granted. We had grown up from childhood together and everybody expected us to marry. He looked on me as a sister, but deep in my heart I loved him. When he went to Chicago for a year and returned with a beautiful blonde wife, I was heart-broken. I swore I'd never marry another man. Two months after Paul and his bride came back, he lost his job. Paul found difficulty in finding another position and Miriam, his wife, became very discontented. She refused to share his misfortune with him as she had shared his good fortune. She sued for a divorce and after getting it, left town, leaving their baby boy with him. I did my best to console Paul, but he loved his wife so much that her desertion preyed on his mind continuously. Eventually it drove him to his death. I have adopted the son he left and have devoted my life to bringing him up. I know it is the child that I should have had and I am willing to make any sacrifice to make him happy. He calls me mother and that is all I ask. All my love is wrapped up in him. Sometimes I dream of what might have been, but I feel I have every reason to be grateful for the happiness my adopted son has brought me.

Yours truly,
MRS. G. R. B.

Exploitation Ideas

NEW YORK PAPERS WENT FOR THIS ONE

Here Is How It's Done:

The romantic theme in "Ever In My Heart" lends itself to the grand newspaper tie-up effected for "I Loved A Woman" by the New York Strand Theatre, with the New York Daily Mirror.

Daily publicity stories were run to find:

1. The New York couple that has been married for the longest time. For them there was a prize of \$50.
2. The youngest married couple—by age—in New York. For them also there was a prize of \$50.
3. Guest tickets to see the picture to all married couples who proved they were married 50 years or more.
4. Guest tickets to the first ten couples who apply for marriage licenses each day during the run of the picture.

The N. Y. Daily Mirror devoted space to daily stories dealing with the contest, used stills from the picture and published a three column layout of photographs of the winners.

Six publicity stories have been prepared for your use. Just add your local angle, list of prizes and names of winning contestants as the contest progresses.

Make sure you supply the editor with plenty of pictures and art on the picture.

(First Day Publicity Story)

Cash Prizes Awaiting Old and Young Couples

*"... I will dream of the days, once again,
Maggie, When you and I were young."*

Memories of harpsichords and old lace . . . letters tenderly put away in sachet . . . of things that have been and things that might have been . . . of joys and sorrows.

How many New York couples can sing that song together today, hand in hand as they were 50 years ago? The Daily Mirror would like to know.

Then—there are other couples to be thought of.

How many of those who are married today and tomorrow are going to be able to look back 50 years from now and review the joys and sorrows of life, still hand in hand? That we cannot know—for 50 years.

However, we believe we can perhaps help them to see into the future through the past and perhaps forestall some of the dangers that lie in their paths toward that ultimate day of happiness—the Golden Wedding Day.

So:

Let's find the New York couple

that has been married for the longest time. For them there is a prize of \$50 waiting.

Then let's find the youngest married couple living in New York. For them also, there is \$50.

The couples must present absolute proof of their claims.

Then there will be a picture at the Strand Theatre, beginning (date), that will carry the old folk back along memory lane. It is "Ever In My Heart" starring Barbara Stanwyck—a picture old and young ought to see.

So:

Guest tickets will be sent to all couples who can prove they have been married 50 years or more.

And guest tickets will be sent to the first ten couples applying for marriage licenses each day during the run of "Ever In My Heart" at the Strand Theatre.

Address all communications to "Ever In My Heart" Editor, care of New York Daily Mirror.

(Second Day Publicity Story)

Prizes For Newlyweds And Elders In Contest

Remember the blizzard of '88, and how little Charley was just losing his first teeth at the time? And what a tough time you had getting Mr. Schmidt, the handyman, down to the house to fix the broken heater?

If you do recall those days, bounce your great-grandson off your knee for just a minute, and let us know about it. For the Daily Mirror wants to find the New York couple who have been married the longest time. To them we will give a \$50. prize for a diamond wedding celebration, another honeymoon, or any way they want to use it.

We're also looking through-out the city for the youngest bride and groom, by age. There is a \$50. cash prize for them here, too, and won't that bounce a nice bassinet?

The couples must be able to present absolute proof of their claims.

Beginning Thursday, the New York Strand Theatre will show "Ever In My Heart" starring Barbara Stanwyck, Otto Kruger and Ralph Bellamy. A romantic picture that will carry you old timers back along the well known lane and will also appeal to newlyweds.

All couples that write us proof that they have been married 50 years or more, will receive guest tickets to see this romantic picture.

Tickets will also be sent as wedding gifts to the first ten couples applying for marriage licenses during the run of "Ever In My Heart" at the strand Theatre.

Address all communications to "Ever In My Heart" Editor care of this newspaper.

NOTE TO EXHIBITOR: The publicity stories pertaining to this contest are copies of the stories used by the N. Y. Daily Mirror. Copy them for your local newspaper but be sure to use your theatre name, play dates and the name of the co-operating newspaper.

(Third Day Publicity Story)

Here's How To Cash In On 50 Years Of Marriage

Did Johnny come marching home again in the Springtime, and you got married in the Summer of '66? If you can remember way back in your married life, when electric buggies were still in the nightmare stage—climb out of the rocker for a moment, grandma and let us hear from you.

Or are you still in the high school years and a proud and happy housewife or hubby in spite of your tender age? We want to hear from you babes in marriage, too.

There is \$100. in prizes waiting

to be split between the longest married couple and the youngest bride and groom who live in New York City. We don't mean the kids who have been married the shortest time, or who were when they married, but those now residing in New York who think they are the babies of all brides and grooms.

Fifty dollars awaits each of these two couples, if they will send credentials proving their claims to the "Ever In My Heart" editor in care of this newspaper.

We're also sending guest tickets for "Ever In My Heart" starring Barbara Stanwyck, Otto Kruger and Ralph Bellamy which opens next Thursday at the Strand Theatre—to all couples who can prove they are married 50 years or more.

And a pair of guest tickets also go to each of the first ten couples who daily apply for marriage licenses during the run of "Ever In My Heart" at the Strand Theatre.

All claims for cash prizes and tickets must reach this office before (date).

These couples who have proved they are married more than 50 years have already been sent guest tickets: (List names and addresses)

And here are the first ten couples who applied yesterday for marriage licenses and have received Strand Theatre tickets: (List names and addresses).

(Fourth Day Publicity Story)

Cash and Tickets to Old And Newly Married Folks

Did you find the first fifty years the hardest? Or looking back at a half century of marriage, do you and Pop hold hands and agree that the first fifty years are the easiest, and that you're the one who remains ever in his heart?

Regardless of your attitude, we want to hear from all New Yorkers who have been married for fifty years or more. To the couple which sends proof of the longest marriage in the city we're giving a handsome

\$50. check. Won't that make the old home look like one of those new fangled love nests this winter!

And to all other couples married 50 years or more, we will send two guest tickets to see Barbara Stanwyck in "Ever In My Heart" now playing at the Strand Theatre.

But it's not only the old timers who are getting the break from us. To the youngest married couple in New York we will also give a \$50. check and they can use it for a

bassinet or more school books. We don't mean the couple who were the youngest at the time of their marriage, but the ones who are now the youngest by age and married.

We are also sending guest tickets every day during the run of "Ever In My Heart" at the Strand Theatre to the first ten couples who apply for marriage licenses.

Send your letter and proof of your claim to the "Ever In My Heart" Editor, care of this newspaper, no later than (closing date of contest).

Tickets have been sent to the following couples who are married fifty years or more: (List names and addresses).

These are the first ten couples who applied yesterday for marriage licenses and who have each received guest tickets to see "Ever In My Heart": (List).

(Fifth Day Publicity Story)

Last Call is Sounded in Mirror Wedding Contest

Come on, grandma, hurry and take off your roller skates and get grandpa off the bicycle and in a letter writing mood, for this is your last chance to enter the Daily Mirror's contest, whereby we will give \$50. to the couple living in New York who have been married the longest time.

We will accept all letters postmarked up to midnight today, so let's have the date of your marriage, if it's fifty years or over. That fifty dollars will buy lots of

things to make the Winter cosier.

And you youngsters, too; stop cooing for a moment and drop us a line, because we're awfully anxious to give another \$50. prize to the youngest married couple in New York. We mean the couple who is now the youngest; not the ones who were youngest at the time of their weddings.

"Ever In My Heart" starring Barbara Stanwyck, Otto Kruger and Ralph Bellamy, is now playing at the Strand Theatre and all

couples who write proof of having been married for fifty years or more will receive guest tickets to see this thrilling new screen romance.

This is also the last call for the first ten couples who apply for marriage licenses today. To each couple will also go a pair of guest tickets with the compliments of the Strand Theatre.

All you have to do is show positive proof of your claims by writing to the "Ever In My Heart" editor, care of this newspaper.

Here are some folks who have seen a half century of marriage together and will see "Ever In My Heart": (list names).

And here are the names of the ten couples who applied yesterday for marriage licenses: (list names).

(Sixth Day Publicity Story)

Use with pictures of winning old and young couples

\$50 Award Goes to Local Couple Married 62 Years

In this corner, ladies and gentlemen, the winners! Folks meet Mr. and Mrs. of (address) who claim the title of the oldest married couple in New York.

They have been married for 62 years—since August 21, 1871 and their long marital record is a living argument against the bluenoses

who warn young girls and boys against marriage.

Mrs. said yesterday the \$50. award was the biggest surprise of her whole life. She is very active although 79, and will probably donate most her winnings to charity.

The youngest married couple

award of \$50. goes to Mr. and Mrs. of (address). Mrs. is just 17, while her husband is just passed the 18 mark.

Both the oldest married couple and the youngest were determined about one thing. Some of the winning money will have to be spent to see Barbara Stanwyck in "Ever In My Heart" now at the Strand Theatre.

Among those who submitted their names as having been married fifty years or more and have received Strand Theatre guest tickets are: (List names).

And here is the last group of ten couples who yesterday were the first to apply for marriage licenses. They also have received movie tickets (list names).

Exploitation Ideas

Use Door-Knob Hangers To Aid Big Campaign



Here is a flashy door-knob hanger which you will find tremendously valuable in your "Ever In My Heart" campaign. Printed in colored ink on red cardboard, these hangers will get a load of attention when hung from doorknobs. Prices include imprinting of theatre name and playdates.

This doorknob hanger is priced reasonably at:

500	\$4.00
1000	5.50
3000	5.25 per M
5000	5.00 per M
10000	4.75 per M

Order directly from:

ECONOMY NOVELTY AND PRINTING CO.
239 West 39th Street, N. Y. C.

Get Artists To Sketch Stanwyck As Lobby Stunt

Contact your local art schools and drawing classes with the following offer:

Tell them that you have several fine stills and blow-ups in your lobby which will make splendid subjects for the art students to work on. These stills can be placed at advantageous points in your lobby.

The students who draw the best likenesses of the stills offer a couple of passes to the showing of "Ever in My Heart." The drawings may be good enough for window and newspaper plants.

Another variation is to ask the students to submit lettering samples of the words "BARBARA STANWYCK in 'EVER IN MY HEART.'" Again passes given out as prizes will be sufficient incentive, and the promise of using the prize winning efforts in newspaper advertising will also give the contest impetus.

Your patrons will be interested in watching the students at work in the lobby. Then, too, valuable newspaper publicity will be forthcoming as to the progress and success of the contest. This is a good lobby stunt and always gets a lot of attention.

PLANT NOVEL ESSAY CONTEST

Here is an essay contest that should appeal to every type of newspaper reader. It is based on a stirring incident in this picture, wherein Barbara Stanwyck's family protests against her decision to marry Otto Kruger because he is a foreigner. Play up this situation by planting the following essay contest, in your newspaper:

"DID YOUR IN-LAWS OPPOSE YOUR MARRIAGE? IF SO, HOW DID YOU OVERCOME THEIR OBJECTIONS?"

There are a great many different and equally interesting replies that this question should bring. For example, one couple may have married despite the objections of their in-laws, who, after having seen that the marriage was a successful one, have changed their minds and gave their blessings to the happy pair.

Offer tickets to your show to the best daily answers to this question.

PERSONAL WIRE TO NEWLYWEDS

Here is a suggestion which can reap you plenty of swell publicity. Obtain either from the newspaper or the marriage license bureau, a list of those couples who marry during the run of "Ever in My Heart." Send to each couple one of the telegrams printed below from Barbara Stanwyck, congratulating them and inviting them to be guests of Barbara Stanwyck at a performance of "Ever In My Heart." You can send the telegram either directly through your local telegraph office or type-write it on regular telegraph blanks.

Make arrangements to photograph couples presenting a telegram at your theatre and plant these photos in your local newspaper.

Here is suggested copy for the telegrams:

CONGRATULATIONS ON YOUR HAPPY EVENT. MAY YOUR ROMANCE REMAIN EVER IN YOUR HEARTS AS MINE DOES IN MY LATEST PICTURE "EVER IN MY HEART." PRESENT THIS TELEGRAM AND BE MY GUESTS TONIGHT AT THE STRAND THEATRE.

BARBARA STANWYCK

GOOD TITLE FOR STORE TIE-UPS

The title, "EVER IN MY HEART," lends itself to tie-ups with any number of local merchants.

Among the many window displays you should go after are those with jewelry stores, candy shops, florists, ladies' clothing stores, etc.

In addition to a display of stills and copy on the picture, a sign should be placed in the so-operating store's window, with copy along the following lines:

Your Best Girl Will Say:

YOU ARE "EVER IN MY HEART"

When You Present Her With One Of J. Silver's Latest Model Brooches.

After Giving Her This Lovely Gift Make Her Happiness Complete By Taking Her To The Strand Theatre To See

BARBARA STANWYCK

in

"EVER IN MY HEART"

Change the above copy to fit the particular merchant, with whom you have tied up.

New "Strip-O-Graph" Game

Here's your chance to get in on the new "Strip-O-Graph" fad! After simple instructions are followed and units on the back of the card are traced properly, the picture of Barbara Stanwyck shown below, will result. Card measures 10 by 4½ inches and carries good plug for "Ever In My Heart." Can be used time and time again.

(BACK)

WHO IS THIS STAR?

She made you love her in "So Big"

She startled you in "Baby Face"

She'll thrill you in

"Ever In My Heart"

A picture as enchanting as being wakened by a kiss.

You'll fall in love all over again as you watch this charming star with Otto Kruger and Ralph Bellamy in the greatest emotional picture ever filmed.

See it **STRAND** Beg. At The **STRAND** Friday

And in the meantime have fun with this Strip-O-Graph.

HERE'S HOW

Lay the STRIP-O-GRAPH on the table with a piece of smooth, white tissue paper on top of it. Hold it firmly to card with left hand, and using a SOFT lead pencil, carefully outline the TWO CENTER TRIANGLES.

Move tissue over card so that the two triangles you have just drawn are EXACTLY over the two triangles numbered 1. Always holding tissue firmly with left hand, outline design No. 1, then fill it in black wherever white shows through, except of course the numeral 1 itself. Move tissue to register your triangles over the two on card numbered two, then outline design number 2 and fill in black. Repeat the operation at 3, 4, 5 etc. until picture is complete.

(FRONT)



(RESULT)

At these special prices including imprint of playdate and a piece of tissue paper with each card.

1M to 3M	@ \$6.00 per M
3M to 5M	@ 5.75 per M
5M to 10M	@ 5.50 per M
10M to 20M	@ 5.25 per M
Over 20M	@ 5.00 per M

Order the Strip-O-Graph direct from:

MEDIA ADVERTISING CORP.
438 West 37th St., New York, N. Y.

Exploitation Ideas

Radio Review Gives New Angle To Sell Picture

Here is a prepared radio feature which is used regularly in the Los Angeles territory.

Your local radio station will welcome this material because it is not over-done in superlatives; also because it provides good material which can be included in movie review programs or spotted as a sustaining radio feature.

The copy can be used before the opening of "EVER IN MY HEART" as an advance preview report or as a regular review after the opening of the picture.

It's a new and even more charming Barbara Stanwyck that an invited preview audience saw at the Strand last night in her latest picture for Warner Bros., "Ever In My Heart."

Up to now Stanwyck has been the sort of bad girl of the screen. But in "Ever In My Heart" there has been a complete change. It is easily her best and most emotional role. The picture is one to which you can safely bring your entire family and be sure of a delightful time—especially the women.

Opposite Barbara Stanwyck, appears Otto Kruger, one of Broadway's outstanding actors, as her lover and husband, while Ralph Bellamy appears as her distant cousin, faithful though hopeless lover of the beautiful star. Others in the cast include Ruth Donnelly, Frank Albertson, Laura Hope Crews and Clara Blandick. Archie Mayo directed.

In "Ever In My Heart" Stanwyck appears as a beautiful New England girl, well bred, who falls in love with and marries a German Professor of Chemistry. He becomes naturalized and they are very happy until the World War breaks out. Feeling against the Germans runs high after the sinking of the Lusitania and Stanwyck and her husband are ostracized by their friends. He loses his job at the College, is unable to obtain work anywhere.

When starvation faces them, Stanwyck's aunt comes down from New England and takes Stanwyck home with her. The husband promises to follow after he has packed up. Instead, he returns to Germany and enlists in the German Army. Stanwyck goes to France with the A.E.F. as a canteen worker, behind the lines. We are not going to tell you what happens after this, but we can tell you, that the climax is one of the most heart stirring scenes you have ever witnessed on the screen.

Although the preview audience was not exactly what one would call a "soft" audience, the eyes of practically every one present were wet with tears.

Barbara Stanwyck has never been better. It is a new Stanwyck you will see and love in "Ever In My Heart."

NOVEL QUERY AS NEWSPAPER GAG

One of the unusual touches in "Ever In My Heart" is the sequence showing Otto Kruger proposing to Barbara Stanwyck in the novel manner of singing to her the beautiful love song on which the picture is based, namely, "Ever In My Heart."

Take advantage of this fact by contacting your local newspaper to run a contest with the query: "HOW HE PROPOSED TO ME," mentioning, of course, the decidedly unusual way in which the lover handled this situation in the picture.

The readers are to submit in fifty words or less the story of how their husbands "popped the question" to them. Offer free passes daily to the most original answers received.

The above contest is a "natural" for drawing feminine interest, and should bring plenty of interesting answers.

USE OLD BALLAD FOR MUSIC AID

Otto Kruger, in "Ever in My Heart," proposes to Barbara Stanwyck by singing a beautiful old German folk-song entitled "Du, Du, leigst Mir im Herzen" ("Ever In My Heart.") The strains of this melody, which no doubt is familiar to you, runs through the entire picture.

You can well utilize the tune in your exploitation campaign. Although it is not reprinted by any of the music publishers, it is contained in numerous home music albums and on phonograph records.

By plugging the tune on your organ, sound truck and lobby victrola, interspersing it with advertising for the picture, you can attract a great many people by the medium of the familiar song.

HEART BLOTTER VERY POPULAR



Here is a powerful practical novelty which people will use and thank you for. It is a red, heart-shaped blotter, good-looking, useful, and reasonable. The blotter measures 4½ x 4¼ inches and is suitably inscribed in color ink with copy selling the picture. Several of the catch-lines from the advertising section are used on the novelty as well as the stars' names and the picture's title. Room is left at the bottom for your theatre imprint and dates. Your patrons will be delighted with this.

It is priced reasonably at:

500	\$4.00
1000	5.50
3000	5.25 per M
5000	5.00 per M
10000	4.75 per M

Order directly from:

ECONOMY NOVELTY & PTC. CO.
239 W. 39th St., N. Y. C.

EMOTIONAL ACTRESS POSES IN NEW FASHIONS



Barbara Stanwyck whose latest starring picture "Ever In My Heart" opens at the Strand Theatre is seen in three strikingly new creations for afternoon and evening attire. The photograph on the left shows Miss

Stanwyck in an evening gown of heather dew crepe with "duster" at the hem of white bengaline. The neckline is edged also in bengaline. (Center) Evening gown in black sequins bodice and black flat crepe skirt. In the photo on the right

Miss Stanwyck is wearing a black satin gown with contrasting cape in white satin edged in black fox. These gowns have been designed by Orry Kelly famous Hollywood stylist.

Cut No. 31 Cut 45c Mat 15c

Stanwyck's Problem Makes Grand Newspaper Contest

"Ever In My Heart" has the most unusual ending that has been seen in any picture for quite a while.

Barbara Stanwyck is faced with a problem which any person would find difficult to solve. After much deliberation, she takes the way out which she thinks best, and which ends in her death and that of her husband, played by Otto Kruger.

The solution of Miss Stanwyck's problem will no doubt be met with dissenting opinions of some of those persons who see it. The controversial opinions can be used to

good advantage for a newspaper contest. Ask your patrons to write in answers to the following question: "What would you have done, were you in Barbara Stanwyck's place?"

Award guest tickets to the best letters of not more than fifty words. The stunt makes it necessary that persons see the picture before they can enter the contest. It will serve to put across the intense drama in "Ever In My Heart" and will act as an urge for people to see the picture.

Use Attractive Posters To Make Great Cutouts

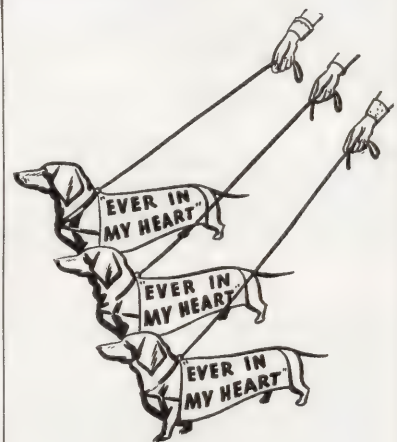
The line of poster paper designed for "Ever In My Heart" offers unlimited opportunities for use in addition to a regular bill-posting campaign.

The art work on this line of paper lends itself to attractive cutouts of many shapes and sizes. Do not overlook this handy and inexpensive way to make lobby cut-outs, displays for your marquee, front and window tie-ups.

The 24 sheet when cut-out around the head and arm makes a huge display to be mounted on your marquee. The star's name carried in large letters across the length of the 24 sheet makes a suitable base and eliminates the cost of lettering.

The figure of Barbara Stanwyck on the 3-sheet will stand out on any display. The 6-sheet and other poster paper are equally useful. Make the most of them!

LONG DOGGIE AS STREET GAG



If your theatre is situated in a locality that goes for street stunts you will find the idea illustrated above a good attention getter.

Perhaps the most unusual type of dog is the "Deutch-Hund" and no other shaped animal is better suited to carry a long blanket for advertising purposes.

Secure this breed of dog from your local pet shop or borrow it from somebody who owns one.

It's a good teaser gag in advance of your opening and can be worked during the run of the picture by adding the name of your theatre.

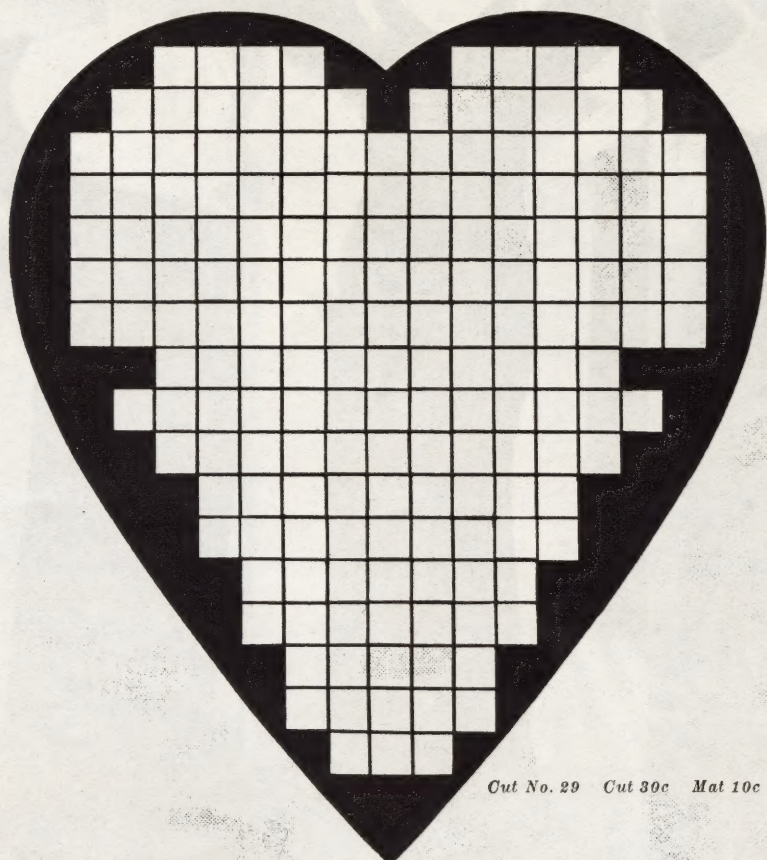
Exploitation Ideas

PLANT DIAGRAMLESS CROSSWORD PUZZLE

Here is a heart-shaped crossword puzzle, made especially to tie-up with the title of the picture.

Plant it in your local paper and offer guest tickets to the twenty persons, first to send in correct solutions.

The definitions below are sufficient clue for fans to use in locating positions of the words in the completed puzzle. The completed puzzle in the smaller illustration is, of course, for your use in judging the correct solutions.



Cut No. 29 Cut 39c Mat 10c

ACROSS

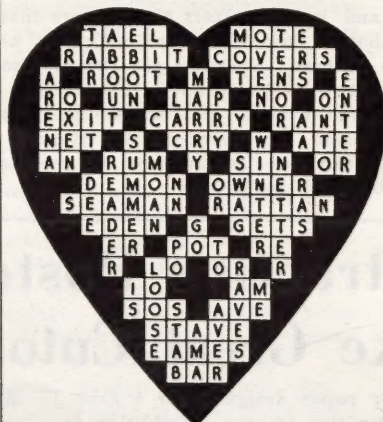
1. Chinese monetary unit
5. Particle
9. Swift rodent
10. Lids
11. First letter of alphabet
12. Underground part of plant
13. Thirteenth letter
14. Decades
15. Fifth letter
16. International language
18. Prefix of negation
19. Part of a race
21. Negative
22. Upon
23. The way out
25. Convey in arms
26. Rave
28. Mesh
30. To weep
32. Devoured
33. Article
34. Hard drink
36. Evil
38. Either
39. Devil
41. Possessor
43. Sailor
44. Palm stem
45. Paradise
46. Seventh letter
47. Obtains
48. Comparative ending
49. Kitchen utensil
51. Second note of scale
52. Behold
53. Correlative
55. Girl changed to heifer
56. Part of to be
58. Call of distress
60. All hail
61. Part of a cask
63. Famous prima donna
64. To close to entrance

DOWN

1. A sailor
2. Around the outside
3. Black
4. Illuminated
5. A clever retort

6. Store
7. High male voice
8. Comparative endings
11. Place of conflict
13. To wed
15. To pierce
17. Bovine animals
19. Milk
20. To peer into
22. On
24. Neutral pronoun
27. Lava
29. Season after spring
31. Season after fall
34. Peruser
35. Sound of sorrow
36. Loot
37. Maker of nets
39. Scottish river
40. North Nigeria, abbrev.
41. Either
42. Abyssinian title
46. Depart
49. Italian river
50. Preposition
52. To suffer loss
54. Rages
55. Part of to be
57. Myself
59. To pierce
60. To state
62. Wine vessel

FOR YOUR OWN USE



Showmen, Please Note:

"Ever In My Heart" offers an excellent opportunity to go after extra patronage among the German speaking people.

A good way to handle this is to translate the advertising copy and run it in your German newspaper. A great deal of extra publicity can be secured for a little advertising space bought in foreign language newspapers.

Special heralds of reprints from one of the large ads will also be effective for door to door distribution in German neighborhoods.

Get Bakers, Candy Stores To Utilize Heart Shapes

The title "Ever In My Heart" offers you the chance for some swell exploitation tie-ups.

For example, get the candy stores and bakeries in your vicinity working with you on the picture. Small heart-shaped candies have long been popular and you can revive them with great success among your patrons. In return for a card displayed in your lobby, a candy store will gladly furnish you with enough candies to give to your patrons.

Bakeries also should be utilized

in your big campaign. Heart-shaped cakes should be baked and displayed in baker's windows and even in your lobby. Both the candies and cakes should carry your "Ever In My Heart" inscriptions, putting the title over with great effectiveness.

In addition, get bakers to put that inscription on all remembrances which they make for weddings, parties, etc. It is fitting on all such decorations, and will help put over your presentation in fine style.

Endurance Kissing Gag Sure To Get Attention

Epes W. Sargent, who edits the "Exploitation" page of Variety, reports the following stunt which was used with tremendous success by an exhibitor who got his idea from the kiss marathon at the Chicago World's Fair.

We think it's a dandy stunt and is sure to stir up a lot of comment and draw attention to your showing of "Ever In My Heart." Here's how to work it:

Announce that a kissing endurance contest will take place in your theatre on the opening night of "EVER IN MY HEART." This announcement will probably bring a spirited attack from the various local societies who are out to protect the morals of the town's citizens.

Contact your local newspaper editor and let him in on the secret. Suggest that he write an editorial speculating on the probable record to be hung up and to close his article announcing that the two unknowns entered for the contest can

keep it up all day.

This is certain to bring the paper tart letters, which the editor can print. There will probably be a kick sent in to the police. All this, of course, is swell ballyhoo inasmuch as your contest will not need a bona fide kissing marathon, but will be managed as follows:

For a week in advance of the picture's opening set up a curtained booth on your stage or in your lobby announcing that as the site of the contest. On the opening night, have the curtains of this booth drawn revealing two profile silhouettes of Barbara Stanwyck and Otto Kruger, with lips about two inches apart. The lips should be represented by small red balloons, which are alternately inflated and deflated by a small motor-operated bellows. It is certain to bring many laughs from your audience.

If worked right, this stunt should net you more comment than any ballyhoo you've pulled in months.

Contest On 4-Lettered Words Based On Title

One of the most successful contests ever planted with newspapers is explained below. Exhibitors everywhere have found it to be the most easily planted of all newspaper contests.

Newspaper readers are asked to submit a list of as many four lettered words as they can possibly form, from the letters in "EVER IN MY HEART."

In announcing the rules of the contest be sure to specify that any combination of letters which they may make, must be good English usage; that no proper names are

to be used, and that ONLY words of four letters will be accepted.

Naturally, the letters forming the title "Ever In My Heart," are the only letters to be used in connection with this contest.

There are at least forty four-lettered words which are well-known and in good usage which may be found in this title. Undoubtedly, some contestants will submit lists containing more words. To the 15 readers who submit the most comprehensive list, award free guest tickets to your showing of "Ever In My Heart."

Personal Telephone Message Will Draw Many New Patrons

The emotional intensity and power of "Ever In My Heart" makes it an ideal draw for women. In connection with that angle, a strong telephone campaign will prove immensely valuable to you. Put a couple of girls on the phone with your mailing list in front of them, and have them call all the women they can. Their message should be along these lines:

"Good-morning, Mrs. Smith, this is the Strand Theatre calling. We thought you would like to know that our picture this week, is one which you owe it to yourself to see. We are playing Barbara Stanwyck in 'Ever

In My Heart,' with a supporting cast headed by Otto Kruger and Ralph Bellamy. This is a truly great picture, Mrs. Smith, a masterpiece of emotion and drama. Be sure that it is included in your plans for the week."

Contact your local housewives with this message. Be sure also that you don't miss out on any of the women's organizations such as Y.W.C.A., D.A.R., and other groups. The personal touch in this telephone campaign will draw many to your theatre who otherwise would not learn of the picture.

Front and Lobby

COLORFUL THEATRE FRONT DISPLAY



BARBARA STANWYCK
in
"Ever in My Heart"

BLOWUP
OF
BARBARA
STANWYCK



◆

This design shows clearly how you can effectively sell "Ever In My Heart" on your front.

◆

The overhead banner gives a big break to the star and main title and can be enhanced with artificial flower garlands and a large ribbon bow.

◆

Barbara
STANWYCK
S T I L L
in
"EVER IN MY HEART"
S T I L L
with
OTTO KRUGER
S T I L L
RALPH BELLAMY

◆

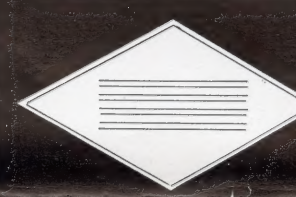
The extreme left and right panels provide large space for blow-ups of star photographs. Or you can make use of the poster paper for this purpose. Plenty of space is allotted to selling copy.

◆

The center panel carries a simple arrangement for stills which are always a source of interest to everybody and help sell tickets. Use a contrasting color scheme of dark purple and white. Trim in gold or silver.

◆

BLOWUP
OF CLINCH
OTTO KRUGER
BARBARA STANWYCK



Attractive Lobby Set-Piece



This sketch gives you a good layout for an attractive lobby set-piece.

A huge heart built on the plan of a shadow box covered with deep red velour cloth or paper. A smaller heart is cut-out on the face of the shadow box. This discloses a mass layout of stills.

Over the heart place a photo enlargement of Barbara Stanwyck, or make a cut out from the excellent line of poster paper illustrated in the back of this merchandising plan.

The base of the set-piece is also made on the shadow box plan to give illumination to the cutout transparent letters.

Selling copy picked up from the advertising section should be prominently carried.

An arrangement of real or artificial flowers around this set piece will make an attractive display.

Forceful Dialogue Lines Good With Still Displays

Here are a few of the forceful dialogue lines from "Ever In My Heart." They are collated with suitable stills for lobby, window, and store displays. The action scenes and portrait studies listed below are included in the regular set of stills available at your local exchange.

Use the dialogue copy and photos in your lobby and on your theatre front. Great effect is obtained when the stills are enlarged and the dialogue lines are placed close to them.

"All you have to do is lift your voice . . . I'll be stopped and shot against a wall!"
(Still No. EH 78)

"Don't worry—you won't have to defend your honor."
(Still No. EH 75)

"After you, my darling, no other man can matter."
(Still No. EH 27)

Let the glorious Stanwyck work her magic on you.
(Still No. BS 286)

A brand new Stanwyck, more like the girl you'd like for yourself.
(Still No. BS 152)

Romance as it was when you first fell in love.
(Still No. EH 10)

Use Vitaphone Shorts As Added Attractions

Here is the list of Vitaphone shorts used during the run of "Ever In My Heart" at the Hollywood Theatre, New York. This line-up of big show names is "box office" at any theatre! Advertise them big—it will pay you!

CHARLES JUDELS and GEORGE GIVOT
in *"How D'ya Like That"*

"TIS SPRING"
Musical Comedy Featurette Produced In All Technicolor
with

HUGH HERBERT **ALLEN JENKINS**
PATRICIA ELLIS **RUTH DONNELLY**

"BOSKO THE MUSKETEER"
A Looney Tune Cartoon

"ADMISSION FIVE CENTS"
An Old Time Novelty Reel

LOBBY BLOW-UPS



These handsome 28 x 42 colored enlargements aid your advance or current lobby displays. Priced individually at \$3.50 each. Set of three—\$10.00 per set.

Order directly from:
PHOTOCOLOR STUDIOS
220 West 42nd St., N. Y. C.
All prices quoted f.o.b. New York

Posters & Accessories



24 SHEET

DESCRIPTION: Background is green with white blossoms in back of Barbara Stanwyck's head. Title and Barbara is pink with Stanwyck in buff and white line in center. Illustration is in natural colors with cast and credits in light green.



THREE SHEET



SIX SHEET



INSERT CARD



ONE SHEET



MIDGET WINDOW CARD

Sliding Scale of Prices for Accessories

1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

3-SHEETS

1 to 25	40c each
Over 25	36c each

6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

24-SHEETS

Up to 25	\$2.00 each
Over 25	1.75 each

WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	19c each

HERALDS

1M to 5M	\$3.00 per M
Over 5M	2.75 per M

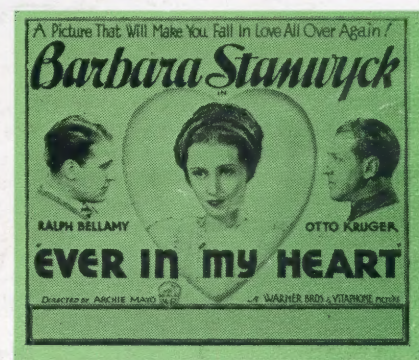
PHOTOS

11 x 14 Photos	75c a set (8 in set—colored)
22 x 28 Photos	80c a set (2 in set—colored)
Slides	15c each
Stills	10c each
Midget Window Cards	4c each
Merchandising Plans	Gratis
Music Cues	Gratis

(These prices apply to U. S. only)



WINDOW CARD



SLIDE

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

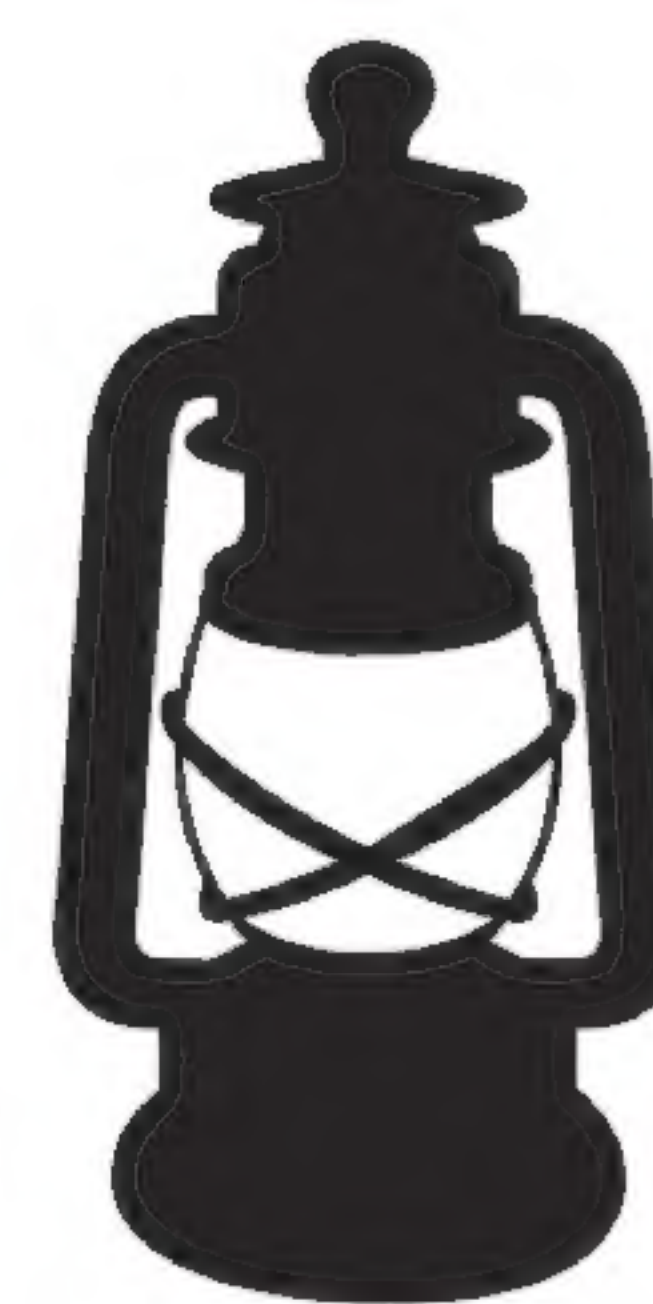


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org